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THE IMPORTANCE OF HAVING A TRANSLATOR IN TODAY'S BUSINESS

The United States has often been referred to as a “melting pot”, referring to the myriad of cultures that exist within our borders. Years ago, the significance was minimal as each culture recognized the need to communicate in one common language, English. Times have changed. With each day, the myriad of cultures within the United States continue to grow. Minorities in some geographical areas are no longer. People can now fully function within their own culture. Of course, there are advantages and disadvantages to doing so, but the point is there are options available.

In today's competitive market having the right resources and more importantly, knowing how and when to use them, can mean dealing with mediocrity versus being a leader in business. We all know the importance of being the best in our respective industries.

Today's businesses will no doubt experience potential customers from all walks of life. It would seem prudent to have the necessary resources in place in order to take full advantage of such opportunities.

The resource I'm referring to is that of a translator or as some would prefer an interpreter. For simplicity, I'll refer to the resource as translator. The benefits of having a translator available to assist you with your business dealings in other languages and cultures are invaluable. Individual(s) working in such a capacity can play a major role in the success of your business. Translators are more than facilitators when dealing with your clients or customers. In that regard, a translator can enhance your business in aspects such as expanding your client base or increasing your productivity. Both of which reflect your bottom line.

Translators can also provide assistance to businesses from more perspectives than obtaining new clients. It's a known phenomenon that businesses spend more time in search of new clients and customers, instead of spending time keeping the ones they have. Several businesses currently have non-English speaking clients yet limited or no means to keep them. Translators can assist you in keeping those clients coming to you by improving the level of customer service and better determining their needs.



However, businesses are not limited to having non-English speaking clients whether present or in the future. Many businesses have non-English speaking employees. For those businesses that don't, I'd recommend you speak with some that do. Their insight will better prepare you for *when* you do. Translators are extremely helpful in these situations and can certainly improve the level of communication. Having employees clearly understand your policies, procedures and manners of operation can greatly enhance overall working relations. In addition, such efforts have proven to minimize health and safety concerns.

Translators are responsible for more than just being able to speak another language. Trained translators are familiar with the intricacies, differences and potential conflicts regarding the culture they represent. They are prepared to recognize the subtle changes in body language in addition to the needs of both the business owner and the non-English speaking individual(s). Due to language and cultural differences, there will undoubtedly be situations that will come to light during a meeting or appointment. Experienced translators will have immediate solutions that will bridge gaps allowing continuous communication to take place, therefore significantly improving your opportunity for a favorable outcome.

In closing, I'd like to share this with you. A wise man and mentor once told me to never forget, "The biggest misconception about communication is that it ever took place."