

Avoid getting lost in Translation

Richard Brooks

Cranfield Key Account Management Forum

7th October 2021



Executive Director Elia
(and former ALC Exec
Director)

Consultant

Sales training, key account
management, strategy development,
family business facilitator.
*check out... Richard-Brooks.com (it's
nearly finished!)*

an introduction to

Richard Brooks

Active Investor/NED

Interests around
electrification, green
technology,
Gold/Silver/Copper, crypto.

CEO

K International Ltd
UK Based LSP
My own career...
Admin - Creative - Manager -
MBA - CEO - Owner/Investor.



@RichardMBrooks



@RichBrooks



0044 7792 252998

richard-brooks.com

“so... what languages
do you speak”



I leave the translation
to the clever people.

“so... you use robots to do
the translation?”

A full-body image of the golden droid C-3PO from Star Wars, standing against a plain light blue background. A blue speech bubble is positioned to the right of his head, and a yellow banner with black text is across his midsection.

*I am fluent in over six
million forms of
communication*

I'm being sarcastic...

C3PO DOESN'T ACTUALLY EXIST

“so... why can't you just
google translate it?”



Can't I just use Google Translate?

December 23, 2013 / 20 Comments / in Inside Track / by Richard Brooks

I was asked this question today.

It wasn't the first time. If I'm honest, it annoyed me that I should have to answer it at all. But I guess if you don't work in the **language industry**, you might perceive Google as a trustworthy company who can do no wrong, so you could be forgiven for thinking that their machine translation would be equally reliable. I'm answering it here on the language blog, to share with anyone who may be guilty of having the same thoughts. Names have been changed to protect the innocent.

It's surprising (to me, at least) how many times I hear things like;

- So basically you do the same as Google Translate?

SEARCH THIS BLOG



POPULAR ARTICLES

[Why Can't I Just Use Google Translate](#)
[Translating Luxury Brands](#)
[Agile Project Management for Localization Projects](#)
[5 Tips for Translating your Documents](#)
[Multilingual SEO Trends in 2014](#)
[How to Translate your Website](#)
[Free Corporate Translation Guide](#)
[Translating for Retail](#)
[The Secret to International Retail](#)
[Multilingual SEO Top Tips](#)
[The K Team Raising Cash for Charities](#)


T10 EXHIBITION

I'M EXHIBITING AT

38

g+1

119

 Tweet

 347

 Like



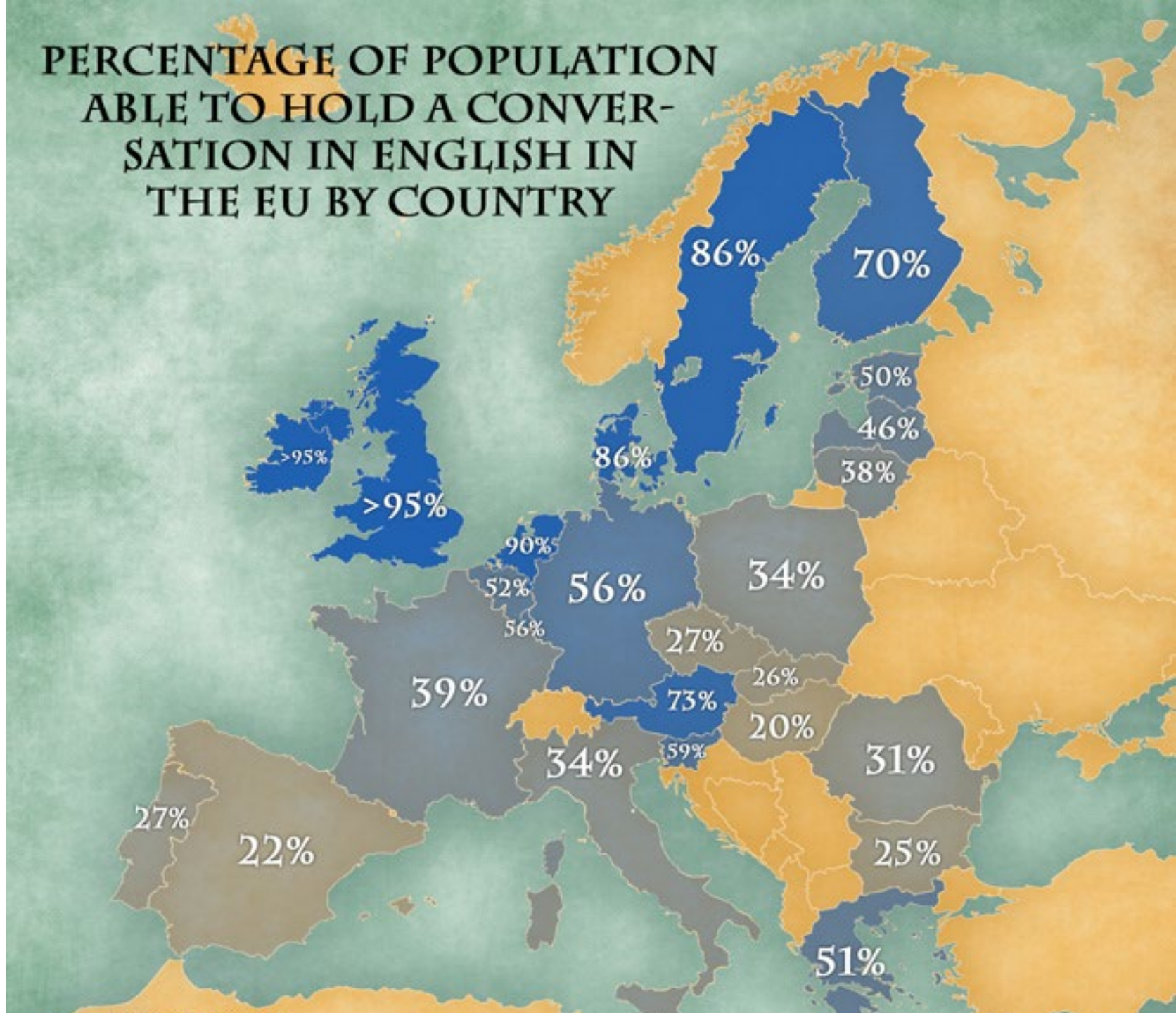
Watch this video

<https://youtu.be/LMkJuDvJdTw>

OPUS NO. 16

“why
bother?...
they all
speak
English
anyway...”

PERCENTAGE OF POPULATION
ABLE TO HOLD A CONVER-
SATION IN ENGLISH IN
THE EU BY COUNTRY



		Primary Country	Speakers
1	CHINESE	China	1.197 Billion
2	SPANISH	Spain	414 Million
3	ENGLISH	UK	335 Million
4	HINDI	India	260 Million
5	ARABIC	Saudi Arabia	237 Million
6	PORTUGUESE	Portugal	203 Million
7	BENGALI	Bangladesh	193 Million
8	RUSSIAN	Russia	167 Million
9	JAPANESE	Japan	122 Million
10	JAVANESE	Indonesia	84.3 Million
11	LAHNDI	Pakistan	82.6 Million
12	GERMAN	Germany	78.2 Million
13	KOREAN	South Korea	77.2 Million
14	FRENCH	France	75.0 Million
15	TELUGU	India	74.0 Million
16	MARATHI	India	71.8 Million
17	TURKISH	Turkey	70.8 Million
18	TAMIL	India	68.8 Million
19	VIETNAMESE	Vietnam	67.8 Million
20	URDU	Pakistan	63.9 Million

TOP 20 most spoken LANGUAGES

**“If I’m selling to you, I speak
your language.**

**If I’m buying, dann müssen Sie
Deutsch sprechen!”**



Willy Brandt
Former Chancellor of Germany

**“If I’m selling to you, I speak
your language.**


**If I’m buying, then you need to
speak German!”**



Willy Brandt
Former Chancellor of Germany




We English speakers
believe that loudness
is the key to translation.



bonnet de
douche Rodney

SHOWER CAP

BONNET DE DOUCHE

A black and white photograph of John F. Kennedy speaking at a podium in West Berlin. He is wearing a dark suit and tie, and is captured mid-speech with his mouth open. Several microphones are positioned in front of him. Behind him, several other men are visible, some looking towards the camera and others looking away. A speech bubble is overlaid on the image, containing the text: "... I take pride in the words 'Ich bin ein Berliner' ...".

... I take pride in
the words
*"Ich bin ein
Berliner"* ...

June 26th 1963. West Berlin.



Aktionspreis!

Berliner

2 Stück 1.00

Einzelpreis 0.85



Only said...
you have a
nice bottom

Chin Chin
Love





ITV REPORT 28 October 2014 at 3:47pm

Tesco cash machine advertises 'free erection' after translation error

Tesco has mistakenly advertised a "free erection" following a Welsh translation error. The cash machine at the company's new Express branch in Aberystwyth promotes "Codiad am Ddim" which translates as "free erection", instead of free cash withdrawals. The correct term is "codi arian am ddim".



A Tesco cash machine is promising "free erections" for all

Rejoice! Or be disturbed. Your choice.

By Zara Kenyon



Facebook / Ceredig Davies

Sales Training in SMEs

Thank you for taking the time to read and complete this.

This very short survey has been put together by me on behalf of the Institute of Sales Professionals (ISP) (www.the-isp.org). The information collected is intended to help to understand the specific sales training preferences for Small Medium Enterprises (SMEs). We're defining an SME as a company who employs fewer than 250 people and which have an annual turnover not exceeding ~ \$/£/€ 50 million.

The ISP is ran by sales professionals to develop skills, knowledge and ethical behaviour across the global sales industry. This information will help to further this cause.

If you have any questions feel free to reach out to me on Richard.Brooks@k-international.com or Richard.Brooks@the-isp.org. Thank you again.

 brooksrichardm@gmail.com (not shared) [Switch accounts](#)  Draft restored

*Required

What best describes your Job Role? *

Choose ▼

Where are you?

Choose ▼

This is a list of potential sales training topics. Please rank them in the order of importance for your organisation (5 being very important, 1 being not very important). *

	1	2	3	4	5
How to hire Sales Staff	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales Forecasting / Pipeline Management	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working on tenders/bids	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lead creation methodologies and tools	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Key Account Management	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
After sales care	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sales Management/Directorship	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
CRM tools	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-Bound Automation	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Developing commission plans and reward structure	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales training for non-sales people	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Industry specific knowledge	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Negotiation Techniques	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coaching skills for sales managers	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Effective Communication	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selling Strategies	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buyer Personas	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitor Analysis	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time Management	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Skills	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any other sales training topics you'd like to add? Or topics that you think would benefit an SME ?

Your answer

Name

Your answer

Email

Surveyed approx. 100 SME owners (or senior sales people in an SME) to see what they would like to see in sales training...

Heatmap

Key Question: This is a list of potential sales training topics. Please rank them in the order of importance for your organisation (5 being very important, 1 being not very important).

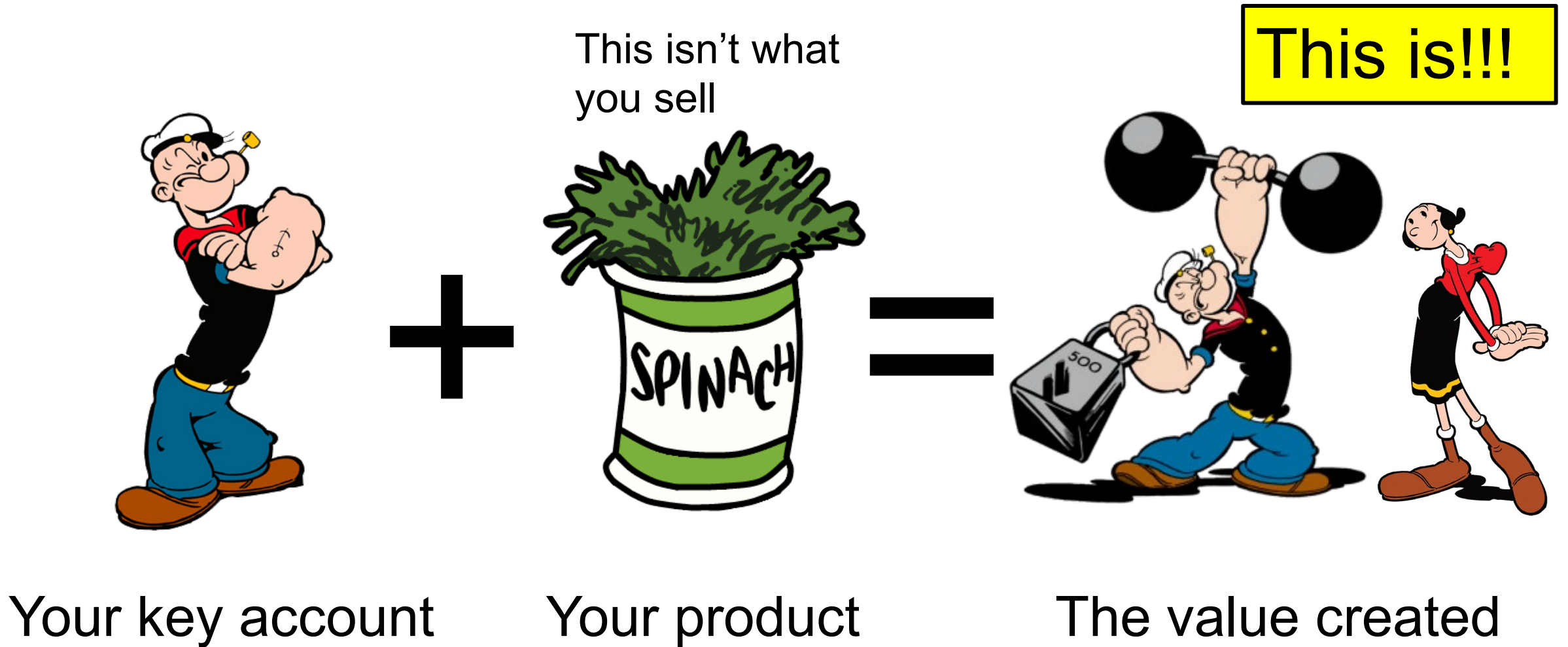
Key Account Management	5	3	4	5	3	3	3	4	5	5	5	1	3	4	5	4	5	5	5	5	5	5	5	4	2	4	4	4	3	4	5	5	5	3	5	4	4	4	5	4	5	5	5	4	4	5	4	4	4	4	3	5	5	4	4	5	241																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
Effective Communication	5	3	4	5	5	2	3	4	5	3	5	3	5	4	4	4	5	5	5	5	5	4	4	5	5	2	5	5	1	2	4	5	5	2	4	4	5	3	5	4	5	5	5	5	3	5	5	5	4	4	4	4	1	5	5	5	238																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
Selling Strategies	3	4	5	5	5	3	3	4	4	5	4	2	5	4	4	5	3	4	2	2	5	4	5	5	4	3	5	5	1	5	5	5	5	3	5	3	5	3	4	5	5	5	4	4	4	5	5	5	4	3	4	3	3	5	5	232																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
Lead creation methodologies and tools	4	4	5	5	3	5	4	4	4	5	3	2	5	4	4	5	3	4	5	1	5	4	4	5	2	3	5	4	3	5	4	5	5	5	4	3	3	5	3	3	5	5	5	3	4	4	4	5	4	5	5	4	3	5	2	4	3	229																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Negotiation Techniques	5	3	5	5	5	2	2	5	5	5	4	2	5	5	4	5	5	3	5	1	5	5	4	5	3	4	5	4	1	2	3	5	5	1	5	3	4	3	5	4	5	4	4	4	5	4	4	4	5	5	2	4	5	3	3	5	5	228																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Sales Management/Directorship	5	4	2	5	3	5	4	4	5	5	5	2	5	4	5	5	4	4	1	3	5	4	4	4	5	5	5	4	3	5	3	4	4	2	5	4	5	5	5	2	5	5	4	4	2	4	4	3	5	5	3	3	2	5	2	1	4	224																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
After sales care	2	3	2	5	3	2	3	4	5	5	5	2	3	4	5	4	5	4	5	5	5	5	3	4	1	3	4	4	4	3	5	5	5	4	4	2	4	4	5	2	5	5	5	5	4	3	3	4	5	5	4	3	2	3	3	4	5	220																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Sales Forecasting / Pipeline Management	5	4	5	5	5	4	3	4	4	5	5	1	4	2	4	3	4	3	4	2	5	3	3	3	4	2	5	5	3	4	3	4	5	3	5	3	5	4	5	3	5	3	5	5	3	3	3	4	4	5	4	3	4	2	4	3	5	218																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Industry specific knowledge	5	4	5	4	5	3	4	5	5	3	4	3	5	5	4	4	4	3	5	5	3	3	4	4	4	5	4	5	1	3	5	5	5	1	5	2	3	2	3	3	5	3	5	5	2	2	5	3	5	5	2	4	1	1	4	5	3	215																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Coaching skills for sales managers	3	3	4	5	3	3	2	4	5	3	5	2	5	4	4	5	5	3	5	1	5	3	4	5	3	5	4	5	1	2	3	5	4	2	4	3	5	3	4	3	5	5	4	4	5	4	4	4	5	5	2	4	3	1	2	5	3	212																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Developing commission plans and reward structure	4	3	3	4	5	3	5	3	4	5	2	1	5	4	4	4	3	1	5	3	4	3	4	5	3	5	4	5	5	4	2	5	5	4	5	4	5	4	3	3	5	3	3	4	3	4	3	3	4	3	3	4	2	5	3	1	4	210																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Working on tenders/bids	5	4	4	5	5	3	5	3	4	5	2	1	5	3	4	4	4	3	5	1	4	4	3	5	4	1	4	5	3	3	2	5	3	2	4	2	5	2	5	2	2	4	5	5	5	5	5	4	3	3	1	3	4	3	4	3	4	206																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
How to hire Sales Staff	5	5	3	5	5	4	1	5	3	5	4	3	4	2	5	4	4	1	5	1	4	2	4	1	3	2	5	5	1	5	2	5	4	4	5	3	5	3	4	2	5	4	4	5	1	4	3	4	5	4	5	3	3	3	2	1	4	203																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Competitor Analysis	3	3	4	5	5	2	4	4	4	5	2	1	5	4	4	3	4	3	5	3	4	3	3	3	5	3	5	3	5	3	2	4	5	1	4	3	4	4	4	4	5	4	3	4	2	3	4	4	4	4	1	4	2	3	4	2	2	200																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Sales training for non-sales people	5	3	3	4	5	2	3	5	5	5	3	1	5	4	4	3	3	4	5	2	5	3	4	4	1	2	5	5	3	1	1	5	5	3	5	2	5	3	4	2	5	4	3	4	4	3	5	3	4	3	3	5	2	2	3	1	1	197																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Buyer Personas	3	3	3	4	3	2	4	4	4	5	2	3	5	4	2	4	4	5	3	2	4	3	3	5	4	4	4	2	1	3	5	5	5	1	5	3	4	2	4	5	1	4	3	3	2	3	4	3	5	4	2	3	3	3	4	5	4	197																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Digital Skills	4	4	3	4	3	4	4	5	5	5	3	2	3	5	4	3	4	4	5	5	3	3	4	3	3	2	4	4	1	1	1	5	5	1	4	3	4	2	3	3	5	4	3	3	2	3	5	4	5	2	3	3	1	3	5	5	2	196																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
CRM tools	3	4	3	5	5	3	2	4	3	3	2	2	3	3	3	3	3	5	5	3	4	3	3	5	1	1	4	5	2	1	2	4	4	1	5	3	5	5	3	2	5	4	4	3	3	5	3	5	3	4	1	3	2	5	3	4	5	192																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
Time Management	3	3	2	4	3	4	4	5	5	5	2	2	3	4	2	4	4	3	5	4	3	3	3	3	2	3	4	3	3	1	1	4	5	2	5	3	4	3	3	4	5	3	3	4	4	3	5	3	4	5	1	4	1	1	2	5	3	189																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
In-Bound Automation	3	2	2	4	3	2	3	3	3	4	1	1	3	3	3	5	3	2	5	3	4	3	4	5	2	3	4	4	3	5	4	5	3	1	3	4	4	5	2	1	5	4	4	3	3	3	2	3	2	2	1	2	1	5	2	4	4	177																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

<https://www.richard-brooks.com/>

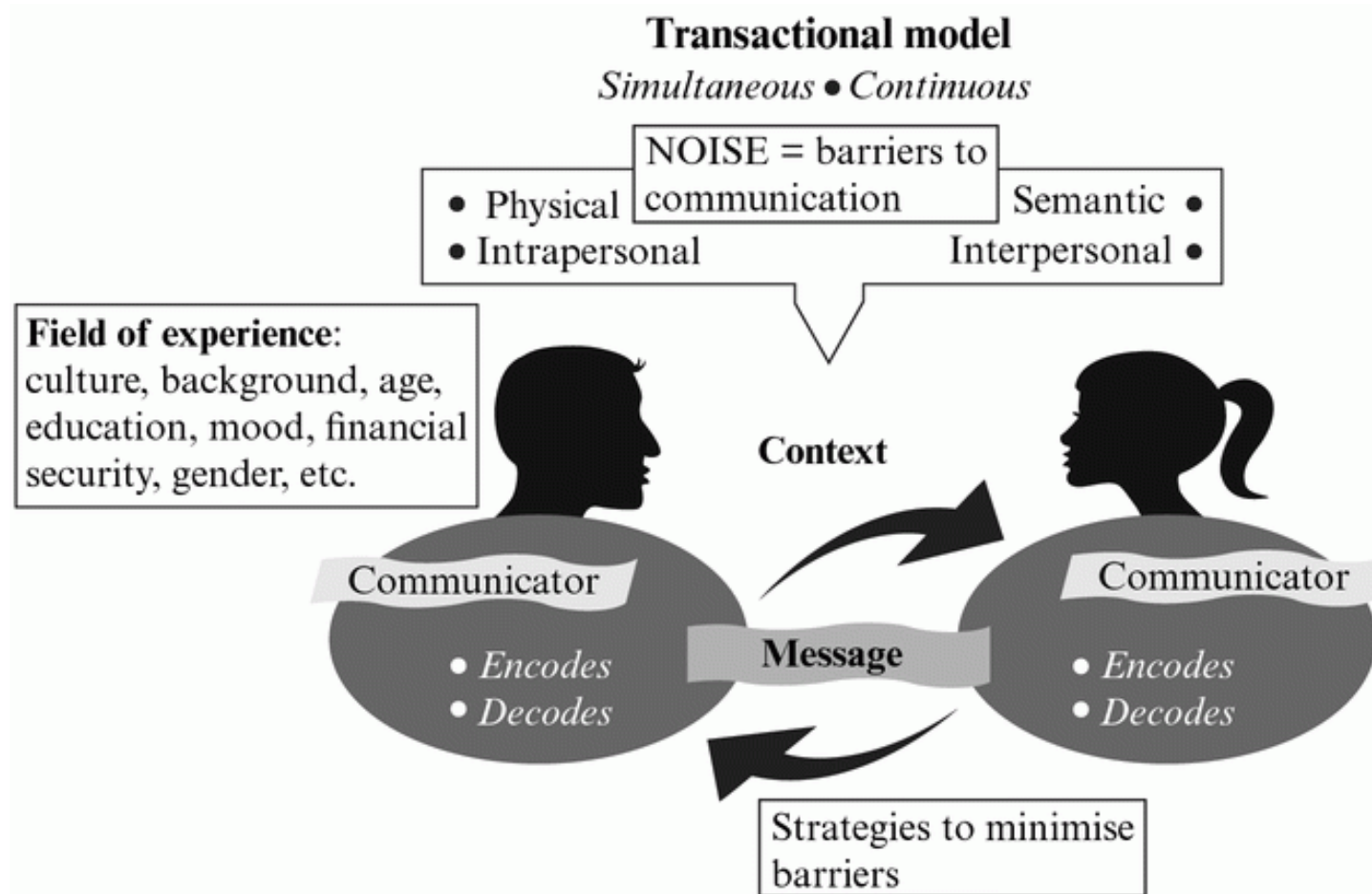
SMEs Ranking Sales Training Topics

- #1 KAM !!!!!
- #2 Communication
- #3 Selling Strategies
- #4 Lead Gen
- #5 Negotiation

Brooks' Sales Equation



You cannot not communicate

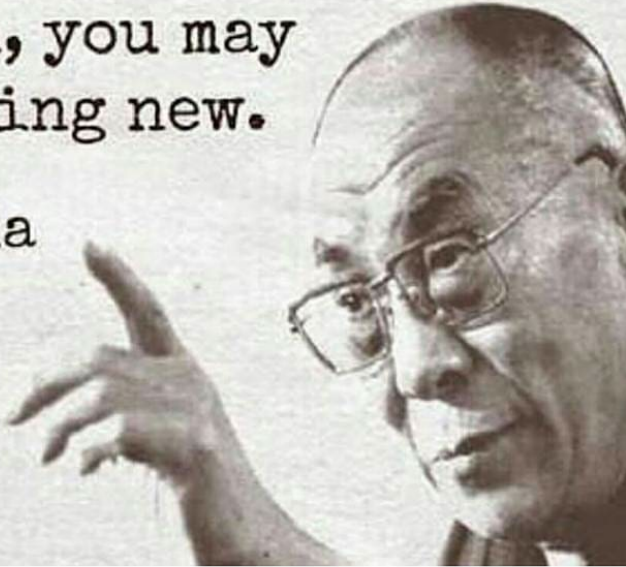


Developed by Paul Watzlawick, Dean Barnlund

Two ears one mouth

When you talk, you are only repeating what you already know. But if you listen, you may learn something new.

– Dalai Lama

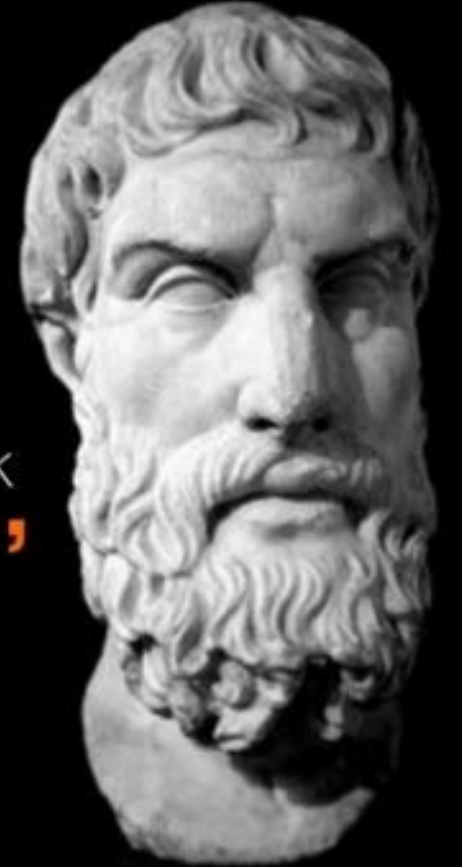


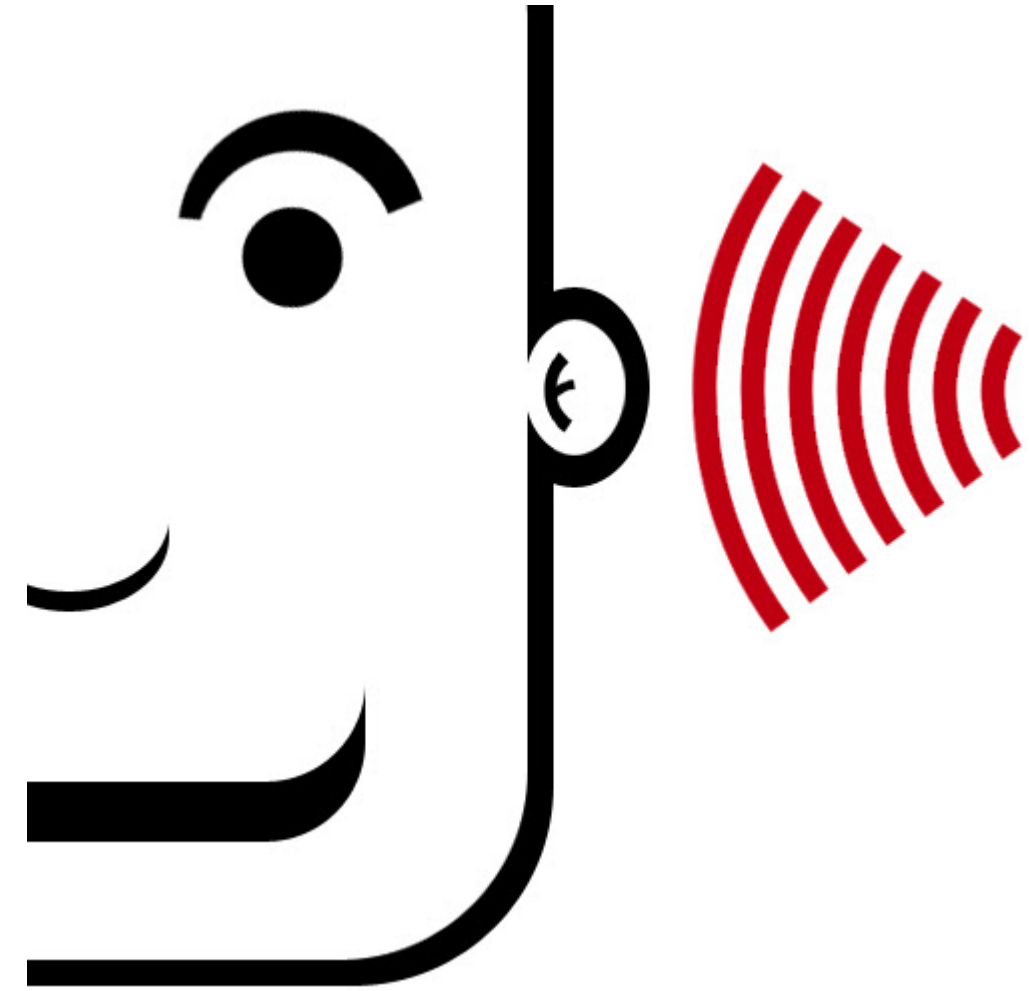
”

We have two ears and one mouth, so we can listen twice as much as we speak

”

Epictetus
Greek philosopher
c. AD 55-135





Go to your key
accounts and give
them a bloody
good listening to.

Difficult when its



But not impossible

Pre Workshop

Registration page: get buy in beforehand (its easy to drop out of a zoom session).

Waiting room: allows people to log in 10 minutes before.

Polling: simple polls can keep your audience engaged. Tech such as www.sli.do or www.coda.io can help.

During Workshop

Clarity: Make sure everything is clear and easily understood.

Breakout rooms: Needs to be enabled before the workshop but will make it interactive.

Fun: Use gifs, have lots of breaks, use the chat window.

Technical issues: It probably will go wrong.

Post Workshop

Feedback: ask for feedback, can be easily administered via google forms.

Slides/Training

material: Send all slides and training material to all attendees with a synopsis and thank you.

Review: review and improve.

<https://www.meetcentraleurope.com/>

Virtual conference... hosted on Mars??



The poster features a red, rocky Mars-like background. In the top left is a circular logo with the text 'MIGHT AS WELL BE ON MARS' and 'MEET CENTRAL EUROPE 2021' around a central red planet with a rocket. The main text in the center reads 'MCE 2021 Virtual' with the tagline 'Inspiring Language Industry Partnerships'. The dates 'OCT 13-15 2021' are above the main text. At the bottom, it says '13 - 15 October 2021' and 'ABOUT THE EVENT'.

*might as
well be on
MARS*

OCT 13-15 2021

**MCE
2021
Virtual**

Inspiring Language Industry
Partnerships

WHEN

13 - 15 October 2021

ABOUT THE EVENT

Confer-O-Matic

Interactive 3D virtual space for large online events.
Invite your attendees to experience something completely different!

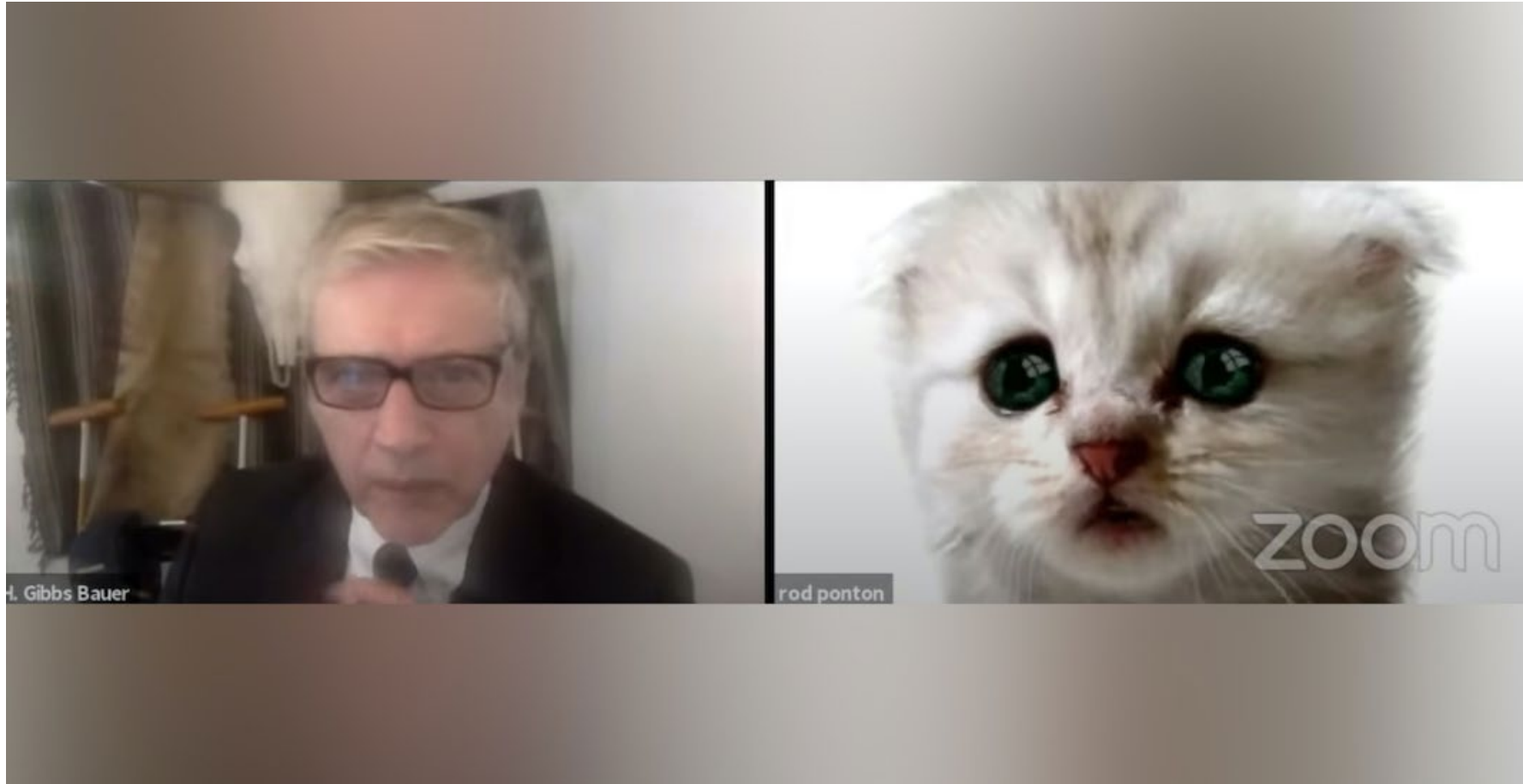


Planning an event for your employees, or registered attendees?
With Confer-O-Matic you will get a 3D virtual world where anyone can meet,
watch live streamed talks, chat through voice & video and much more!

Available for Windows and macOS. No VR headsets needed.

Using this software >> <https://www.conferomatic.com/>

Can go viral



May 11, 2017, 08:00am EDT

Phone Calls, Texts Or Email? Here's How Millennials Prefer To Communicate

**Larry Alton** Former Contributor

Under 30

I cover changes to the American workplace.

Follow

This article is more than 4 years old.

f

t

in



How Do Millennials Prefer to Communicate? - Image Source: Pexels.com PEXELS.COM

Millennials are the subject of many stereotypes, but there are some habits that are empirically demonstrable. As a millennial beginning your own career, you need to be aware of these group habits and preferences. While you may deviate from the norm, your supervisors and bosses will likely expect certain tendencies from you, and your coworkers and peers will likely comply with the “average” behavior.

Remember that when talking about “millennial” communication preferences, we’re really talking about the future of workplace communication overall—and whether you like it or not, you’ll need to prepare for those changes. As of 2015, according to [Pew Research Center](#), millennials have surpassed Gen Xers as being the most

3/5 Procurement Professionals are Millennials

68% of millennials admit to texting “a lot” on a daily basis

205 billion emails are sent every day – considered a less urgent medium

Don’t swim against the tide

But... phone calls do have their place and can cut thru the nonsense quickly

The Digital 2021 Global Overview Report



Population: world's population stood at 7.83 billion at the start of 2021.

Mobile: 5.22 billion people use a mobile. Unique mobile users have grown by 1.8% (93 million) since January 2020.

Internet: 4.66 billion people use the internet in January 2021.

Social media: there are now 4.20 billion social media users around the world. This figure has grown by 490 million over the past 12 months.

<https://www.hootsuite.com/resources/digital-trends-q3-update>

To summarise

- Language is contextual
- You've got two ears and one mouth
- Communication over zoom is difficult but not impossible
- Trends come and go... but people are people

Thank you, lets stay connected.



0044 7792 252998



@RichardMBrooks



<https://www.linkedin.com/in/richardbrooks/>