

Industry Qs

Everything you wanted to know about: language translation services

Before you're left saying "Que Pasa?" to your business, get the lowdown on language translation services. BusinessQ chatted with Jared McGarry, a project manager at Same Day Translations in Pleasant Grove, to help your business when it's all Bengali to you.

Q: What's the first thing companies need to know about translation?

A: Always remember a good translation can make you a contender in a tough new market, while a bad one could cost you money and, more importantly, your reputation. Always do your homework when looking for your Language Service Provider. Some things you may want to ask are: What translation process do they use? Do they offer editing and

proofreading? Are they willing to do a sample translation of your materials to make sure they understand your industry's specific terminology?

Q: What are the biggest mistakes businesses make in translation?

A: Thinking anyone who understands two languages is capable of providing a quality translation. In an attempt to save money, businesses let someone (and in some cases even a website) who is underqualified sloppily present their message to its newest potential customers. A good translation needs to be done by someone who is an effective communicator in the material's target language and who understands not only languages, but cultures as well.



Q: Any final advice?

A: Know what you want to do with your materials. Do you plan to distribute them internationally someday? If so, you will want to create your materials in a format conducive to translation. Lastly, you get what you pay for. It's as true for language services as it is for any other industry or product. A great translation can be just what you need to get your company seen and understood by thousands of new clients and drive your next quarter's earnings. ☐

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