



Guide: How to Build
a Winning Multi-
Lingual Sales Team

BI-LINGUAL SALES

The Quality Talent Guide to Bi-Lingual Sales

Gain the competitive edge, increase global sales

Whether you're scaling up your organisation or launching a brand-new start-up, putting the right team together is essential. For companies to remain competitive in today's high-pressured business environment, it's imperative to create a workforce that is innovative, forward-thinking, and a good fit with your workplace culture.

While this may seem simple, in fact, it often presents a significant challenge for growing companies today.



In today's global economy, businesses require employees who can sell and serve customers in a variety of languages

John Feinblatt, chairman of New American Economy



SCALING

The Challenges of Scaling a Sales Team Internationally

When you're scaling up your sales team to an international market, you face a number of challenges. One of the greatest is ensuring continuity of high-quality customer service and satisfaction.

To maintain a strong brand reputation, you need to ensure that customers, no matter where they are located, enjoy the best possible experience when dealing with your organisation.

One problem with this is the communication barrier. When

you're expanding internationally, you need to bear in mind that you will be dealing with a completely different marketplace, an entirely different language, and, potentially, a very different culture.

How can you retain high-performance and quality service worldwide when dealing with an unfamiliar target audience?



Hiring bilingual employees is a smart strategy for businesses planning their growth in an increasingly globalized world. Bilingual individuals can help you navigate the language and culture of target foreign markets.

ADP



NATIVE

Native Speakers Can Build Trust and Drive Sales

The answer to this problem is to build a sales team of native speakers who have the necessary knowledge, language skills, and cultural understanding to seamlessly sell your products or services to an international market.

Selling to an overseas audience can be more challenging than you expect. While international markets represent valuable new streams of revenue, they aren't always easy to tap into. Having a team of native-speaking sales specialists is the key to success.

Not only does it give customers overseas the opportunity to speak in their native tongue when buying products and services from your brand, but it also ensures that there are no misunderstandings or confusion. Thanks to the extra comfort they feel in communicating in their home language, they also

develop a stronger relationship with your brand and develop trust in it.

When customers can deal with native-speaking sales teams, they can rest assured that your brand cares enough to meet their needs and this makes them far more likely to make a purchase.

Furthermore, when your brand makes the effort to provide native-speaking sales teams for international customers, it can position itself ahead of its rivals in the marketplace, giving you a significant advantage over your competitors.



LANGUAGE SKILLS + TECH SKILLS + SALES SKILLS = SUCCESSFUL EXPANSION

When your company can put together a sales team that has the right language skills, tech skills, and sales skills, it has the perfect recipe for success when expanding internationally. If any of those abilities are missing in your team, it cannot achieve its full potential.

Hiring staff with outstanding sales and tech skills but without the necessary language capabilities simply won't be able to effectively reach an international audience. However, native speakers who lack the appropriate tech and sales abilities won't have the necessary skills to get the job done to the highest standard either. That's why getting your recruitment right is so important from the get-go when it comes to expanding your team internationally. Clear that your product and its features are not your strongest differentiators. Your people are. Because it's your people who will make sure your company stays relevant, continues to innovate, and come up with solutions that help you beat the competition.

NEXT STEPS

Quality Talent Is the Key to Your Success

Hiring the right talent for your international expansion couldn't be more important, and that's why it's essential to partner with the right bilingual staffing solutions company. Quality Talent LLC is on hand to assist.

We specialise in permanently placing multilingual personnel across the UK and the USA. Our bilingual expertise covers an extensive array of sectors from sales, marketing, and technology to customer service, administration, and human

resources, and thanks to more than a decade of experience in this industry you can be confident that we have the necessary skills and knowledge to meet your recruitment needs.

Furthermore, when your brand makes the effort to provide native-speaking sales teams for international customers, it can position itself ahead of its rivals in the marketplace, giving you a significant advantage over your competitors.

Average time to fill bilingual position=30 days | Average time for Quality Talent= **15 days**



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