

TALKING POINTS ONE-PAGER – PLOW STRAIGHT

Scenario

A client sends you a translation they ran through Google Translate and asks for a "quick quality check."

Response

1. First say: "We'd love to help! Is it OK if your final translation contains mistranslations, inconsistent terminology, mechanical unevenness, and tone and style mismatches?"

2. When they say "no", reply: "Then we won't be able to do a 'quick quality check.' Here's what your current machine translation contains:"

A. Mistranslations

"Standard MT translates sentence-by-sentence without knowing the bigger picture. This produces mistranslations and out-of-context wording."

B. Inconsistent terminology

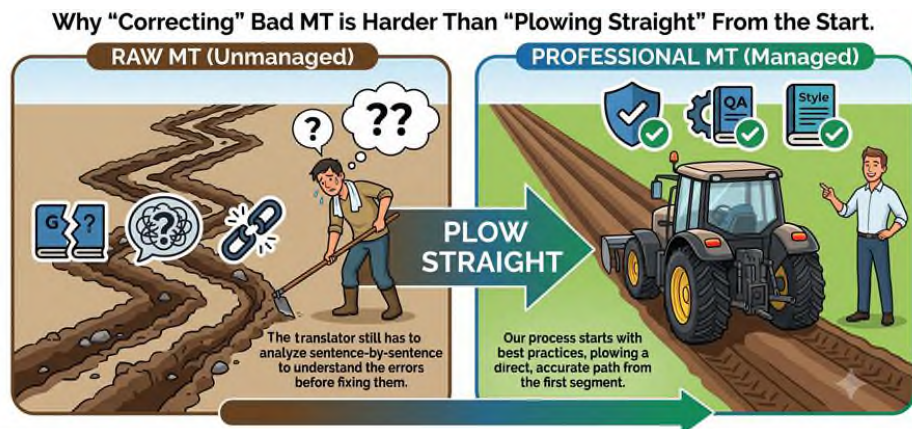
"Unmanaged MT does not know your brand's vocabulary and may translate key terms five different ways in a single document."

C. Mechanical unevenness

"Unmanaged MT makes decisions about regional spellings, punctuation, capitalization, and other formatting conventions randomly throughout a document."

D. Tone & style failures

"Without training, the machine can't replicate your style. It forces awkward, literal translations and has no idea what the intended voice of your brand should be."



3. Finish up: "Trying to fix raw, unmanaged machine translation is like trying to straighten a crooked field by hand; it actually costs more than plowing a straight path from scratch. Fortunately, we can offer you several affordable options to give you the quality you need. As a bonus, our solution also saves your translation in a reusable format, making your future updates cheaper and higher quality."

4. Make your client a multi-tier service offer. Visit my **Three-Tier Service Model for LSPs** page at <https://cotranslatorai.com/three-tier/> for a complete breakdown on how to position and sell a one-stop solution.

You don't have to do this alone.

Skip the headache of figuring out premium MT or best-practice file prep. As your **Outsourced LangOps Engineer** (<https://cotranslatorai.com/langops>), I power your workflow behind the scenes using my **12-Step GAIT-Augmented MT & MTPE** (<https://cotranslatorai.com/gait-augmented-mt/>) process. This lets you plug in the backend today so you can quote with confidence tomorrow and deliver more value to your clients every single time.

Let's compare notes: Did these talking points work for you? Do you have a different strategy for this scenario? Email me at sbammel@koreanconsulting.com—I'd love to hear your feedback, pushback, or success stories.

