

# 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

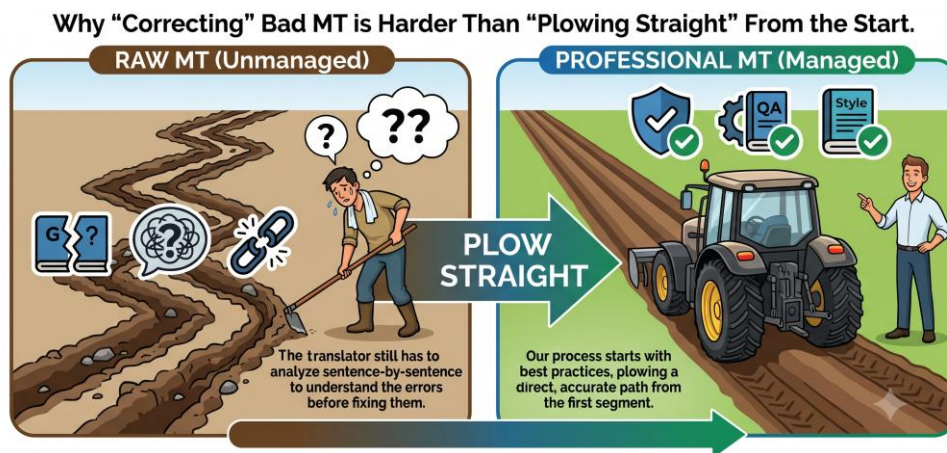
"Unmanaged MT does not know your brand's vocabulary and may translate key terms five different ways in a single document."

### 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.

