

LO-C 30

**Increase your
export success by
30%**

Aston Business School's LO-C 30 research on 415 UK SMEs reveals that companies making use of language capabilities are **30% more successful in exporting** than those who do not.

You can significantly increase your export sales, growth and profits by hiring people with language skills and high cultural intelligence, providing language training to existing staff and investing in professional translation services making use of sophisticated language technology.

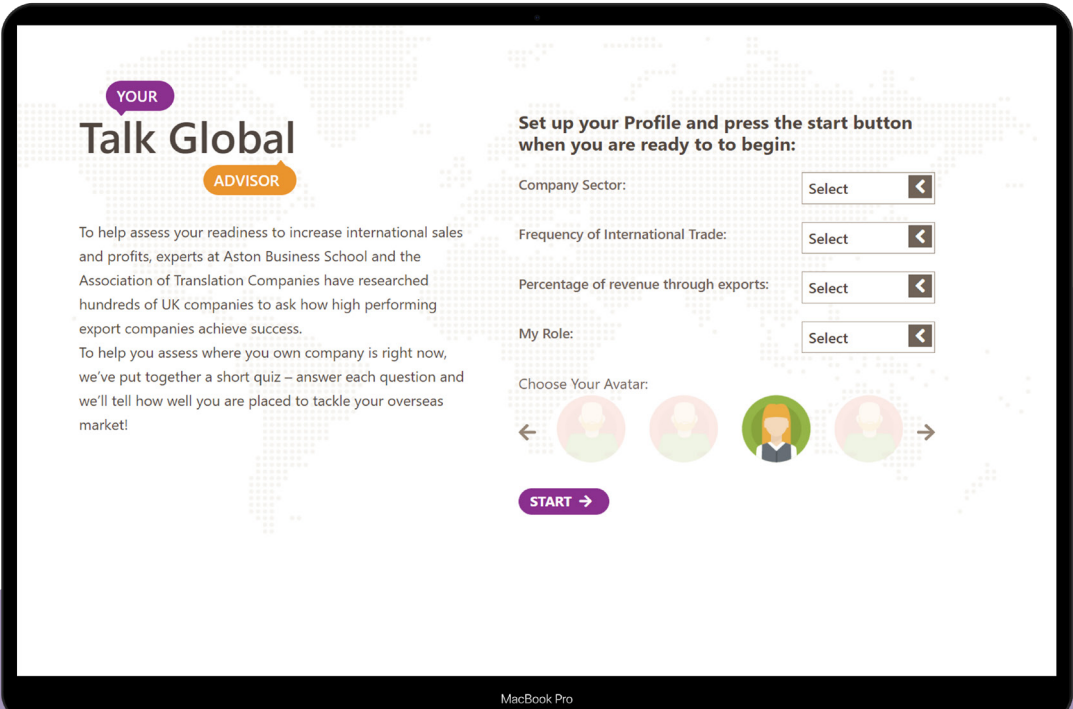
[Read more about the LO-C 30 research](#)

How prepared is your company for going global?

To help assess your readiness to increase international sales and profits, experts at Aston Business School and the Association of Translation Companies have researched hundreds of UK companies to ask how high performing export companies achieve success.

Find out how to increase your export success with the Talk Global Advisor diagnostics tool.

www.talkglobaladvisor.co.uk



The screenshot shows the 'Talk Global Advisor' interface on a laptop. The page is titled 'YOUR Talk Global ADVISOR'. It features a world map background and a form for setting up a profile. The form includes four dropdown menus for 'Company Sector', 'Frequency of International Trade', 'Percentage of revenue through exports', and 'My Role'. Below these is a 'Choose Your Avatar' section with four circular icons and a 'START' button with a right-pointing arrow. The laptop is a MacBook Pro, as indicated by the text at the bottom of the screen.

YOUR
Talk Global
ADVISOR

To help assess your readiness to increase international sales and profits, experts at Aston Business School and the Association of Translation Companies have researched hundreds of UK companies to ask how high performing export companies achieve success.

To help you assess where your own company is right now, we've put together a short quiz – answer each question and we'll tell how well you are placed to tackle your overseas market!

Set up your Profile and press the start button when you are ready to begin:

Company Sector:

Frequency of International Trade:

Percentage of revenue through exports:

My Role:

Choose Your Avatar:

START →

MacBook Pro

Translation is an easy win

People buy in their own language. 9 out of 10 global users will ignore your product if it's not in their native language.

Partnering up with a language service provider to translate your content is one of the easiest and most powerful ways to open up international markets.

1

Review your content.

What are your most critical sales assets? Your website and your keywords, your product, your marketing materials?

2

Map your market and its languages.

What markets are you looking to enter? What languages are spoken in those markets?

3

Find your translation partner.

Local to you, expert in your sector, specialist in your target market – the right partner will work with you to get you where you want to be.

[Start here](#)

An eCommerce success story

Listen to the Aston Means Business podcast with [b2b.store](#), an eCommerce solution opening up international markets through translation.

Find the podcast on your favourite platform [or listen here](#).



The image shows a podcast cover for 'Aston means business'. The left side is a purple vertical banner with the Aston University logo (a white triangle) and the text 'Aston University BIRMINGHAM UK' in white. Below this, 'Aston means business' is written in large white font, with 'PODCAST' in a smaller white font at the bottom. The right side is a light grey background with the title 'LANGUAGE CAPABILITY AND UK SME EXPORT SUCCESS' in large, bold, black capital letters. Below the title are two small portrait photos: Dr Geoff Parkes on the left and Rob Mannion on the right. To the right of the photos, the text reads: 'Presented by Dr Geoff Parkes and Rob Mannion, founder of e-commerce platform B2B.Store'.

Research funded by Aston University and the Association of Translation Companies

Aston Centre For Growth



Aston Centre for Growth offers leading growth programmes and other opportunities for SME owners looking to grow their business. Aston Centre for Growth works with SMEs to support their business growth, with investment ready pitching competitions, through its student focused start-up support and incubation centre and on high profile programmes such as Goldman Sachs 10,000 Small Businesses.

[Find out more](#)

Association of Translation Companies



Language services, translation and interpreting drive global growth and support UK companies' internationalisation activities. The Association of Translation Companies is the leading voice for companies operating in the UK's language services industry. ATC membership is recognised as a mark of quality-managed service, and the ATC's Member Directory lists language service companies offering translation and interpreting in all sectors and languages.

[Find out more](#)