



The Position of Linguistic Assistances in the Current Commercial Environment

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Abstract

The commerce domain is in an unceasing progress. Trades are growing and initiating in a varied environment that doesn't respect physical restrictions anymore. Even more, due to enhanced globalization, people now live in a world where any type of business has the opportunity to spread over boundaries. This made linguistic proficiency a very important business skill that will increase any person's profession.

However, in English-speaking countries, this essential business skill is quite unusual. Also, business executives just start to understand the impact it can have on their business. To put things into perspective, this paper sees how important language proficiency can be for business.

Key Words: multilingual, business communication, managers, overseas marketplaces.

1. Market Share and Sales

Did you know that there is a deficit of people speaking a second language in countries like the US and the UK? According to The Guardian, the UK lost 48bn pounds in 2013 alone because of the deficit of multilingual people. Even more, in the US, only 18% of the population was able to speak a second language, according to Forbes (data valid for 2012).

The data presented above only displays a tough truth: English is no longer the worldwide commercial language. And this is not good news if people consider the fact that the best business chances are with fast-growing marketplaces from developing nations. This means getting in touch with possible business partners that don't speak English and don't have the same business culture as western countries.





If anyone wants to rise the market share and sales, a team of multilingual people is the best solution. Such people will be talented to talk with commercial associates, persuade them that the business is powerful and deserves attention. Even more, they will know how to address and attract more attention towards your products or services.

2. Consumer Maintenance

Just like with any business, the key to success is with happy customers. Now, in order to keep them happy, people must understand their requirements. For this, people need to understand their culture and how they relate to your products/services.

One of the ways people can show customers their care is by offering them support in their native language. This, of course, implies appointment of local persons for customer service positions. But the process doesn't end here! People will also have to train these persons to communicate effectively with English speaking people. This is necessary in order to maintain an open communication at the company level.

As people can see, language proficiency is a two-way street: people need multilingual people who also speak English. This will improve the level of communication inside and outside the company.

3. Multiplicity & Attachment

People from different cultures are different and it's a manager's job to create the perfect work environment. This can be a bit problematic, but it can also be empowering for both the manager and the employees. By dealing with diversity people are disturbed from the daily business routine.

As a manager, one will get to learn more about business etiquette in his/her employees' countries. Also, employees will learn that being different is a good thing and they will be more open to communication and solving conflicts without negative consequences.

A business that promotes diversity and respect towards each other's culture will definitely thrive in overseas marketplaces.





4. Encourage an Inoffensive Labor Atmosphere

If the manager hires local employees, he will have to be able to explain work safety measures. This is of utmost importance because all people must understand the procedures. If the communication is not clear the result could be grievances or poorest so its manager's duty as the leader of the team to make sure everyone understands what he's saying.

5. Discovering the Actual Capacities

Once the managers overpass the physical barriers of their country, they also step into a new world with endless opportunities. As a hiring manager, he will have access to talents from all over the world. This stimulates people into being more effective and increases the level of proficiency.

If they manage to attract the best towards their company, their global value will increase. This also means better agreements, more commercial openings, and overall improved turnover.

6. Better Prepared Expats

When a company wants to grow on an overseas marketplace, it will first send the best executives to start the process. These people will be transferred and they will live in the targeted area for as long as essential to get things going. However, many managers have to deal with linguistic obstacles that make the process more problematic.

By hiring people who are already skillful in a second language and training them to become future executives, they will remove this issue. This leads to a smoother penetration process in overseas marketplaces.

In the end, people can see why multilingual people are such a big deal these days. Even more, it's clear why big businesses invest so much in having people equipped for globalization. Any developing company will definitely benefit from having a well-prepared, diverse team who knows how to handle language and cultural barriers.





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