



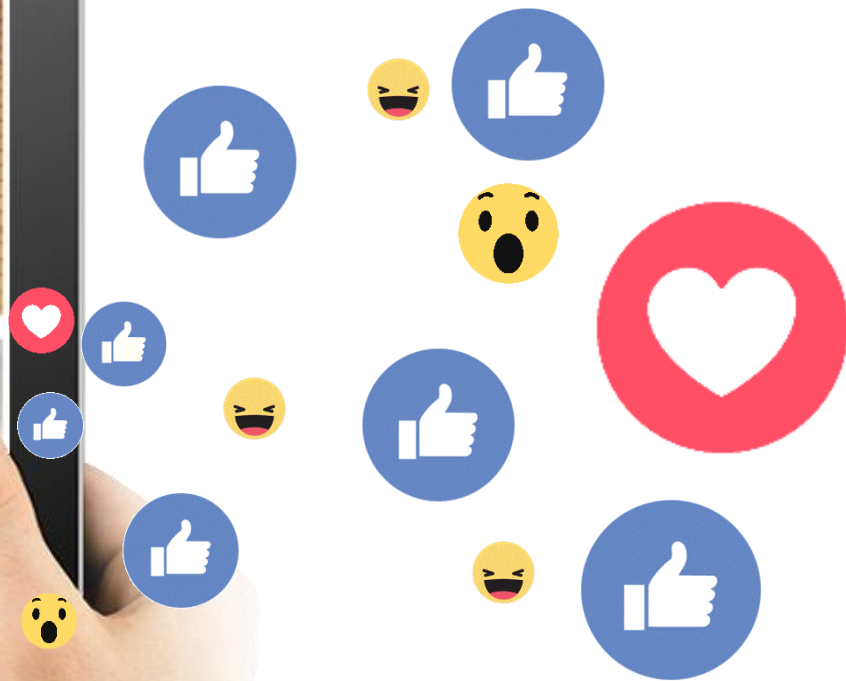
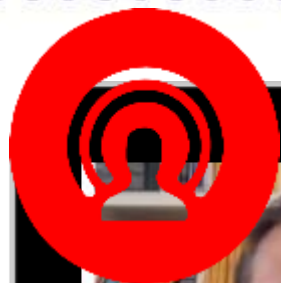
## **Webinar-2018**

### ***Building Sales Teams in Translation Agencies***

**Ilya Mishchenko and Dmitriy Pavlov**

Thursday, November 1<sup>st</sup>

# Facebook Live



# Where to find our videos



The screenshot shows the UTICamp website. At the top, a navigation bar includes links for 'About the conference', 'Conference news', 'Sponsors', 'Video', 'Contacts', and 'Past events'. Below this, a dropdown menu is open under the 'Video' link, showing options for 'Presentations', 'Webinars', and 'Trainings'. The main content area features three video thumbnails: a man speaking into a microphone, a person relaxing on a lounge chair in a camp setting, and a woman speaking at a podium. A large, stylized green arrow points from the 'Video' dropdown menu towards the 'UTICamp: Official video' player. Below the thumbnails, there is a section titled 'Meet UTICamp-2019' dated '11.09.2018', followed by a brief description of the conference and a 'Read more' link.

About the conference Conference news Sponsors Video Contacts Past events

Presentations  
Webinars  
Trainings

**Meet UTICamp-2019**  
11.09.2018

UTICamp-2019 is a conference for everyone connected with the translation industry: novice and established translators, translation company managers, lecturers and students, software developers and customers

Is it possible to combine a business event, prominent speakers, fascinating presentations with camping and a warm round-up of old friends? We know how!

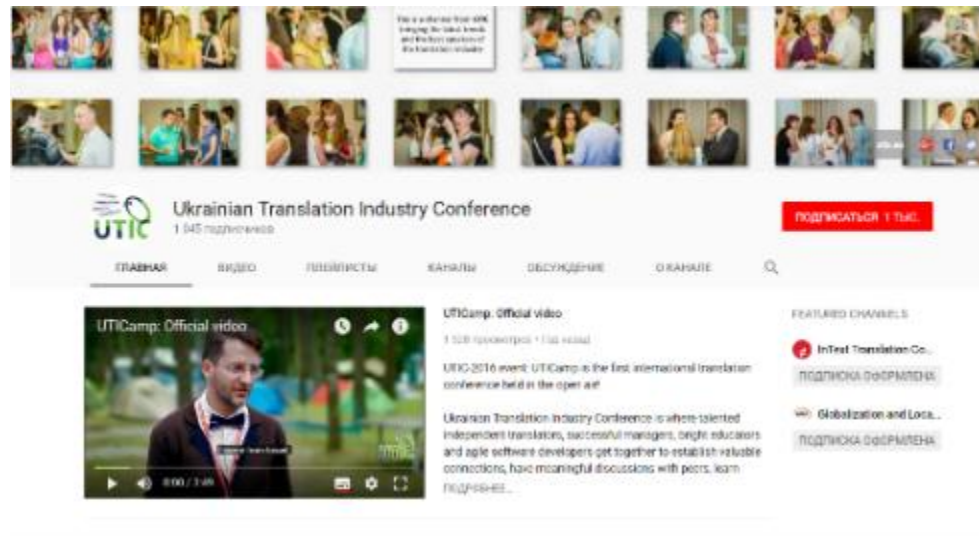
[Read more](#)

UTICamp: Official video

Посмотреть видео Поделиться

[utic.eu/video/](http://utic.eu/video/)

# Subscribe to our YouTube channel



[www.youtube.com/user/UTICConf](https://www.youtube.com/user/UTICConf)

# UTICamp-2019: join our event!

The next summer is for UTICamp



<https://www.facebook.com/events/175021560057045/>



# Hosts



**Stanislav Bogdanov**  
COO of the UTIC



**Iryna Vizir**  
UTIC PR Manager

# Who We Are

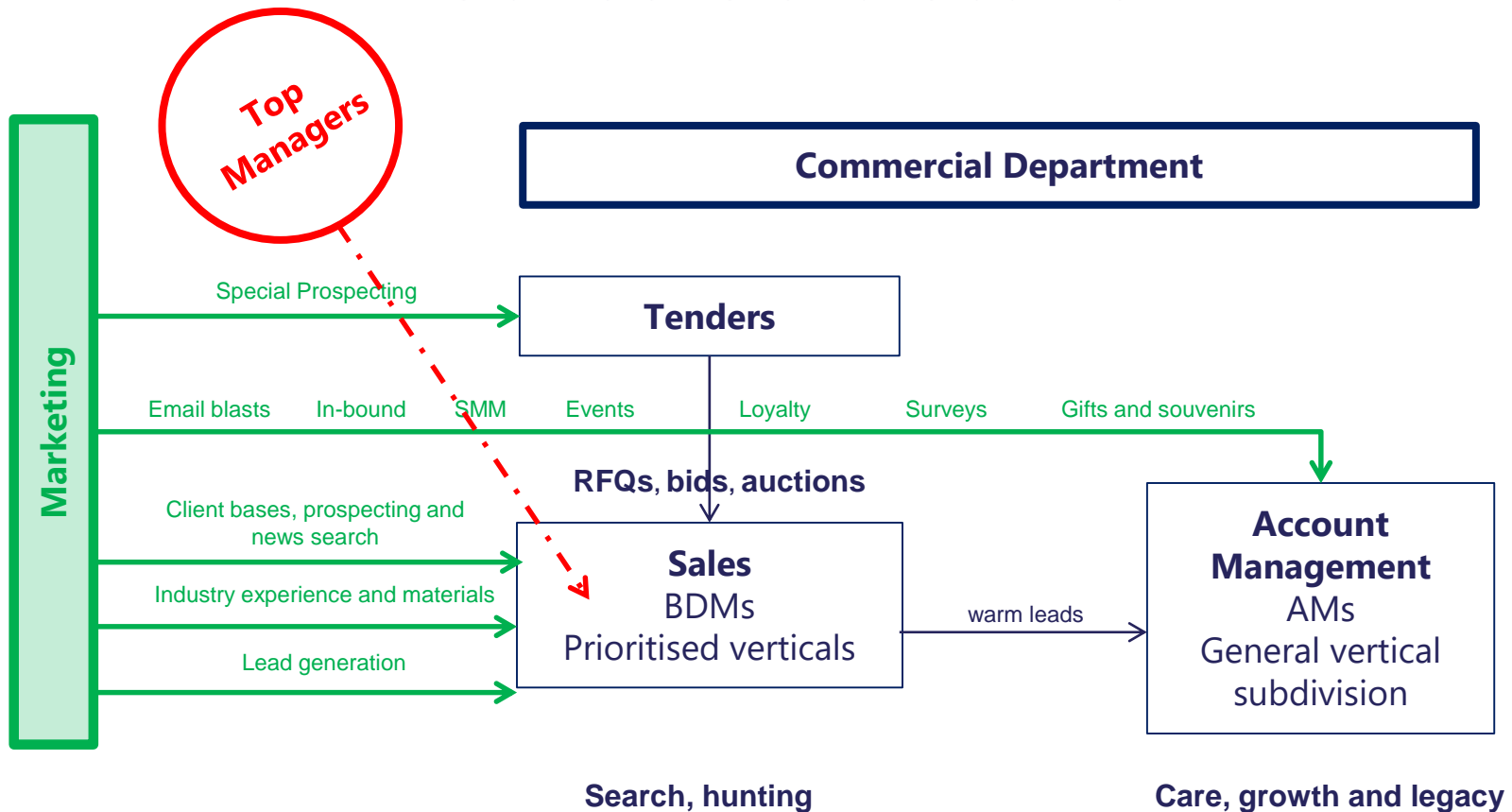
## **Ilya Mishchenko**

Managing Director at Literra Translation Company, board and committee member at ELIA, International Federation of Translators (FIT), Translators Union of Russia (UTR). Drives Literra's sales in Europe and China. Over 10 years in translation and localisation industry, 7 of which in LSP management.

## **Dmitriy Pavlov**

Sales Director at Literra Translation Company. Has been in the industry for over 5 years, created a successful sales team in one of the largest LSPs in the CIS, contributed to considerable sales growth at Literra.

# Sales Structure





# Selection. Profiling.

- Brainstorming with the help of HR and other departments;
- An ideal BDM/AM as a result;
- Experience in B2B sales, result/process-oriented, percentage-based ratio;
- Hunting/caring;
- Multitasking/concentration on one task (sales target, for instance);
- Sales as a profession;
- Client-oriented, service-based approach;
- Trainability, proactivity;
- Company loyalty.

# **Selection.** Where Are They and How to Look for Them?

- Classic HR resources (HeadHunter, SuperJob, Rabota.ru, etc.)
- A modern edge — social networks: Facebook, LinkedIn, vkontakte, Instagram, Twitter;
- Industry-specific resources: Slator, Multilingual, online communities, associations, and universities;
- Creative approach — “Bring Your Friend to Work” (potential risk).

# Selection. Working with CVs.

- Drafting and approving request form to HR;
- Selecting CVs as per previously approved criteria (level of rigidity)
- 70-90% criteria match;
- First contact over the phone: questions on CV, speech, adequate response (HR);
- Face-to-face interview (HR);
- Decision to invite candidate to assessment (immediately or postponed invitation, HR);
- Sub-criterion: level of foreign language as per CEFR.

# Selection. Assessment.

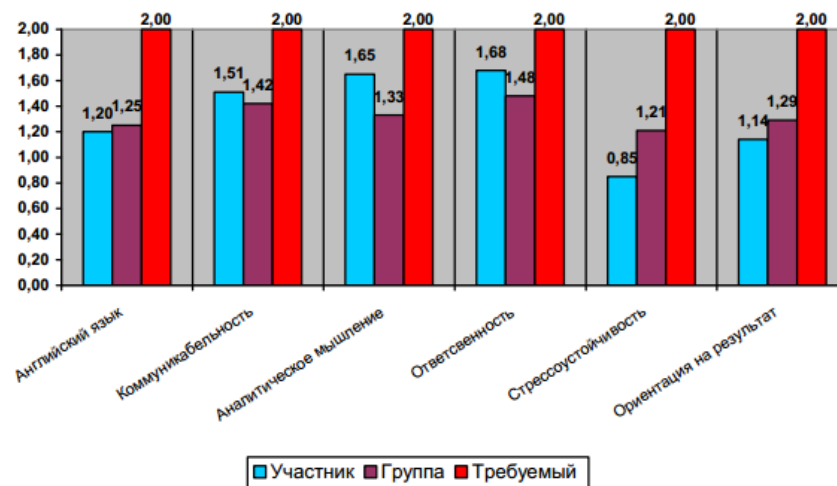
- 7-12 selected candidates;
- Consent to participation in mass assessment;
- Branded conference room and exciting working atmosphere;
- Host and observers (HR, top management and department heads)
- Adapted agenda approved by the working group;
- 3.5–4 hours with short breaks;
- Introductions, self-presentations and 5 role-playing games (to determine weak and strong competences);
- Competences assessed: communicative skills, analytical thinking, responsibility, high tolerance for stress, result-oriented performance;
- As a result: final interview and individual development plan.

### Набранные баллы по итогам Ассессмент-центра

Общий балл: 8,40 из возможных 12,00

Место согласно набранным баллам: 1-е из 4-х

Компетенция	Баллы Александра	Средний балл по группе	Требуемый балл
Английский язык	1,20	1,25	2,00
Коммуникабельность	1,51	1,42	2,00
Аналитическое мышление	1,65	1,33	2,00
Ответственность	1,68	1,48	2,00
Стрессоустойчивость	0,85	1,21	2,00
Ориентация на результат	1,14	1,29	2,00



## Selection. Assessment. Individual Report.

# Selection. Final Interview.

- Just one person, the best one;
- Development plan and candidate map displayed at interview;
- Recommendation from previous employer;
- Final agreement of all terms and conditions;
- Determining starting date;
- Signing job offer.



# **Selection.** Adaptation and Onboarding.

- First day at work, precise plan, introduction to the company, showing the workplace.;
- Onboarding plan for 2 weeks: meetings with related business units (establishing day-to-day interaction);
- Induction meeting with superior;
- Trial period objectives: SMART;
- Meeting at the end of trial period to discuss perspectives, results, and room for improvement.

# Onboarding. LiterraKnowledge (*Literraznanie*).

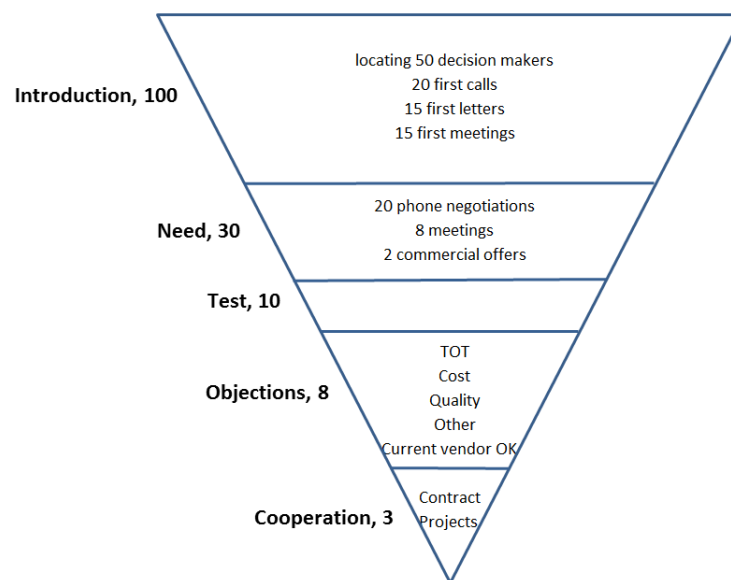
- Plan of meetings with other staff members responsible for respective competences: operations, technology and automation, finances, marketing, sales and account management — minimum 60 minutes each;
- Training newcomers about the market, competitive setting, industry trends, our product and other products available on the market, available technology and operation techniques;
- Weekly corporate training called *Literraznanie* (LiterraKnowledge), various topics, different business units and outside trainers involved.

# Onboarding. Objectives During the Trial Period.

First tier	Sub-objectives	DL
Result	Achieving 60% of quarterly sales target	16.10.18
Training	Main product portfolio: translation, interpreting, localisation, corporate training. Translation and localisation market in Russia and abroad. Short meetings with business units managers — onboarding plan from D. Pavlov. Sales techniques, strategy for developing a client.	17.07.18
Product	Product portfolio, services description, pricing and target margins	18.10.18
Admin	Incentive programme: study, clarify and sign	18.10.18
Sales	List of priority clients: current (Literrra database) and new potential ones	23.07.18
	Special prospecting for direct clients: Russia and abroad	10.08.18
	Giving a presentation: training and exam	27.03.18
	Attending industry/vertical-specific events: 2	16.10.18
	Conducting a meeting from start to finish	03.08.18
	Working ad trade shows: what to do in order to sell and how to do it	10.08.18
	SPIN-sales	01.08.18
	Handling objections	24.07.18
	Sales funnel. Calling clients: 300; new commercial offers: 30; meetings with clients: 10 (personal ones and together with Sales Director).	16.10.18
Marketing	Determining a target client	23.07.18
	Competitive setting analysis	16.10.18
	Sales channels	17.10.18
	Advantages of our product and our company	18.10.18
	Developing POS: commercial offer template, services descriptions, case studies, booklets	19.10.18
	Commercial offer	20.10.18

# Onboarding. Classic Sales Funnel.

Item	Status	Sub-status
<b>1.</b>	<b>ЗНАКОМСТВО</b>	
1.1.	ЗНАКОМСТВО	Locating decision maker
1.2.	ЗНАКОМСТВО	First call
1.3.	ЗНАКОМСТВО	First meeting
1.4.	ЗНАКОМСТВО	First meeting
<b>2.</b>	<b>Need</b>	
2.1.	Need	Telephone negotiations
2.2.	Need	Second meeting
2.3.	Need	Commercial offer
<b>3.</b>	<b>Test translation</b>	
<b>4.</b>	<b>Objection</b>	
4.1.	Objection	TOT
4.2.	Objection	Price
4.3.	Objection	Quality
4.4.	Objection	Other
4.5.	Objection	Satisfied with current vendor
<b>5.</b>	<b>Cooperation</b>	
5.1.	Cooperation	Signing contract
5.2.	Projects	Projects



# Onboarding. Motivation vs. Stimulation.

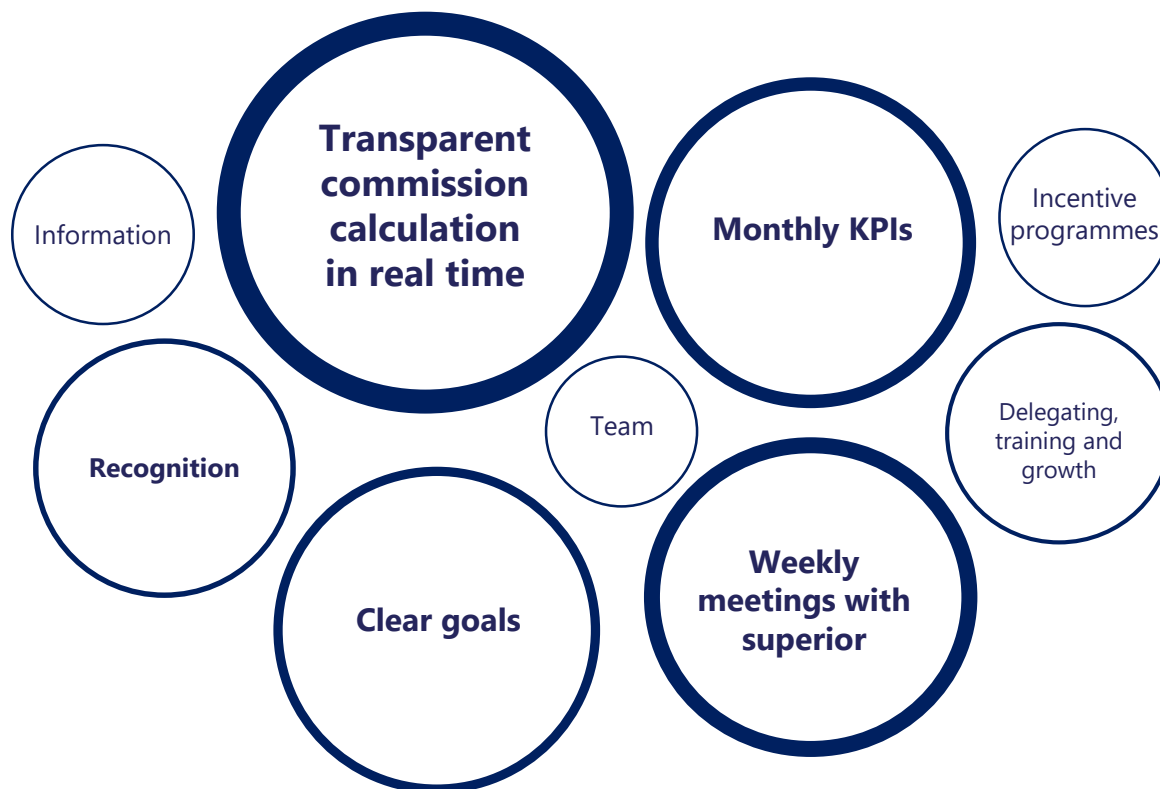
- Clear breakdown of salary;
- Fixed salary: 20%, rest is commission;
- Incentive programmes;
- Supporting personal growth;
- Trust;  
SMART-objectives;
- Know the “ins and outs” of the vertical the BDM/AM is responsible for;
- Recognition.
- Financial discipline;
- Accounts receivable;
- Penalties.

# Onboarding. KPI.

- Calls;
- Meetings;
- Webinars;
- Attending industry events;
- % of lead conversion;
- Passing the clients over to account management;
- Client base growth;
- Any tasks of your superior 😊!



# Onboarding. How to Motivate Salespeople.



# Secret of Success. It Is Not a Team Effort.

Invest in people. Everybody wants something unique, there is no collective need for approval, incentive, etc. ...



**Thank you for your attention!**  
**Any questions?**

Ilya Mishchenko,  
Managing Director

Dmitriy Pavlov,  
Sales Director

Literra Translation Company  
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# Our next webinar



## **Chameleon Mode: Adaptability in Translators Training**

with **Tetyana Struck**

November, 15<sup>th</sup>  
**16:00 (GMT+2)**

# Join us on social media



UTIC Webinar-2017, Grammarly Under the Hood

45 views



Ukrainian Translation Industry Conference

Published on Nov 8, 2017

Let's have a look at linguistics from a different point of view. We invite you to discover computational linguistics and take a glimpse under the hood of Grammarly. What magical spells does it use to detect all text errors and free mankind from grammar libraries? Who teaches it to find more and more lawbreaker mistakes?  
All the secrets and magic will be revealed. We will talk about what NLP is, why and where we need it, and take a peek into the day of a Computational Linguist.

About the speaker:

After graduating from Lviv Polytechnic National University two years ago, Oksana joined Grammarly as a Computational Linguist. At Grammarly, she is working in the area of Natural Language Processing. Her current projects are focused on error correction and stylistics. Oksana is also passionate about coding. She is one of the organizers of the DjangoGirls workshops that aim to teach women to code in Python.

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