

19 June 2017

Team Training in ASIA Pacific - How to overcome the Yes Yes Yes answer

Adi Katav

B.C. ee MAMM

akatav@kaltech.co.il

Marketing in ASIA Pacific (APAC) is characterized by greater variability than in the West. One of the challenges we face is employees training in general and the training of sales teams in particular, such as direct sales team, engineers and representatives in Asia.

We do not speak the local language, so we have to deal with translations in the two main languages, Mandarin and Japanese. If so how do we train employees when we speak only English?

In the previous publication I discussed the translation of marketing material to Mandarin and Japanese. This is equally important for presentations and material intended for internal use.

At sales conferences, it is normally a set of presentations on various subjects in order to train and teach the team for material relevant to them. It is clear that the best choice is that all training presentations and materials will be written and spoken in English, Japanese and Mandarin. However, in small or medium companies, it is easy for us to translate the marketing materials and presentations, but most of the speakers speak English.

It is possible to use a simultaneous interpreter but simultaneous translation for professional and technical subjects is difficult to find. However, this is a very good choice.

The main goal is for the employees who undergo the training to absorb most of the material studied while we English-speaking lecturers receive feedback in order to control the quality of the audience's understanding.

Yes, yes, yes ... After a few presentations you realize that this does not mean that the material is understood and worse, the information may not have been understood at all.

The Asian audience, which does not want to insult the lecturer will always responds negatively to questions of clarification, therefore it is meaningless to ask if everything is clear. Any questions? ... The answer is – no or quite.

One of the most effective ways to combine material transfer, training, feedback, and even interaction with Asia team is to combine a classic presentation of a learning interaction with a work-shop. In this way the team will have to listen attentively, in the interaction process the lecturer will receive feedback - and thus can explain repeatedly until it is clear. Moreover, the lecturer will receive the employee's opinion, which is very important especially regarding marketing, sales and business development.

Let me set an example. During the training of the sales teams in the Eastern countries (China, Japan, Taiwan, Hong Kong, Korea, India, Singapore, etc.), I developed a method of training that integrates with

salespeople and business development. The training lasted one school day and began with a series of presentations about the company, the products and services, the target audience and the method of sale.

In the second part of the day, I distributed empty tables to the participants and asked to define by themselves according to different characteristics. Each group of participants (by region) presented the table and during the presentation of the participants I filled out a table shared by all. When I presented the client's table of characteristics on the board, I returned to the beginning of the day and again presented the company presentation (the same presentation to customers of course) while emphasizing and explaining how to present the company presentation according to the characteristics of the target audience defined together.

Now that's understandable! Successfully.