

# 5 HACKS

TO GROW YOUR BUSINESS...  
WITHOUT PRUNING



In the last decade, many companies have had to cut back in response to the global economic downturn. They've relied on cutting costs, mergers, acquisitions, and pruning of unprofitable business ventures to survive. But pruning has its limits. If you overdo it, you can kill a business. We'd like to share five ways to grow your company without taking out the shears to trim a few hedges.

## 1. FIND NEW MARKETS

There are many markets waiting to be tapped. But what about the language barrier? The first rule for getting your message across to your customers is to fluently put it in their language. A professional translation company, such as Galindo Publicidad, offers value to a business looking for new markets.



## 2. PUT THE MESSAGE IN THE BEST LANGUAGE POSSIBLE



Some software programs can do basic translations, but they often miss the subtleties of language that make the difference between good communication and just words on a page. A trained professional translator has the fluency and knowledge to put a company's message into the right words.

## 3. GIVE CUSTOMIZED SERVICE

Trust professionals with the experience, flexibility, cultural background, and attitude to customize your foreign language message needs.



## 4. ELIMINATE MISTAKES AND DELAYS



Mistakes in translations not only make a company look unprofessional, but they will cost time and money.

## 5. GIVE PERSONALIZED SERVICE

A good translation often involves a give and take between the translations team and the company that has hired them. A good business practice for long term projects is to develop a calendar of deliverables, a working glossary, and constantly exchange feedback. The relationship grows and the translation process is successful.



### After the pruning, are you ready to start growing?



This is a question that many companies are starting to address. Creating opportunities in new markets is one of the answers.