



Engineering Firm

Winning International Sales Proposals

Problem

A major international supplier of secure personal identification systems was bidding on a large international sales opportunity with the Mexican Government. This required translating the RFP from Spanish into English and then the completed response to the RFP from English to Spanish. Not only were these documents highly technical and lengthy, but the timeframe to understand the requirements, respond in a persuasive manner and submit the response was extremely tight. Winning the bid from the Mexican government was critical in meeting their sales goal for the year.

Solution

Due to the tight timeframe that was required to submit the proposals a rolling delivery was critical. In order to streamline the process, the table of contents was translated first and then the rest of the document was prioritized based on availability of completed sections. The rapidly changing content of the response on a daily basis required Language Scientific to help manage version control for the client. Language Scientific built a team of engineers with expertise in digital watermarking to work on translation and editing for the response. Language Scientific also provided an on-site translator to handle last minute response changes.

Benefits

Working consultatively, Language Scientific was able to provide significant value to the overall project success.

- ✓ Client was awarded the \$50M bid from the Mexican government
- ✓ Collaborative “on-demand” work environment
- ✓ Critical deadlines were met

Client Quote

“Language Scientific was an integral part of our proposal team and helped us win the \$50M Mexican contract. Since then we have won 3 other countries’ bids working with them.”

Vice President of Sales

Contact us today to discuss how Language Scientific can meet your translation needs
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