

Checklist to measure effectiveness and return on investment

Use this template to record your progress when developing international communication skills

YOUR COMPANY CONSIDERATIONS	DATE	COSTS Quotes and estimates. Account for any financial assistance available	BENEFITS Immediate Impact on sales enquiries, publicity, positive customer feedback	BENEFITS Short-Medium Sales enquiries turning into orders, export sales, positive customer feedback	BENEFITS Long term Increasing sales, customer retention and loyalty, customer referrals leading to new business
Turnover					
Number of employees					
International trade					
Export Communications Review					
Respond in customer's language					
Company/sales literature in customer's language					
Website in customer's language /website localisation					
Staff language learning paid for					
Employment of native speakers					
Use of international agents and /or distributors					
Language ability a criterion for staff selection					
Use of external translators /interpreters					
Cultural awareness training					
International signage					
International telephone system					
International subsidiary					

It will only be a matter of time, before you feel the benefits on your bottom line.