



# Bilingual Businesses go further

A recent study suggests that 25% of businesses have lost potential sales because their staff are not bilingual.

The publishers of “Teach Yourself” books found that 10% of companies pay for translations.

The survey also revealed that only 14% of employers in London would offer bilingual employees incentives compared to 24% of Welsh employers.

As many companies are expanding throughout the EU and the rest of the world, ensuring that employees know how to communicate clearly and effectively can present a challenge.

Encouraging employees to learn another language can only bring new and exciting opportunities.

As well as employees learning a new language, in order to ensure that new relationships grow steadily, you need to make sure that they are also aware of cultural differences, particularly in the business world.

Teach Yourself has recently released a series of books/CDs that can help you develop the language skills you may need to further your business.

For more information please go to:  
[www.teachyourself.co.uk/](http://www.teachyourself.co.uk/)

[www.businessinberkshire.co.uk](http://www.businessinberkshire.co.uk)

