

# Prepackaged Sales Meeting Language

## **Introduction to Prepackaged Sales Meeting**

### ***Module: Language***

Dear Broker/Firm Trainer:

NAR research indicates that 1 in 5 REALTORS® has been involved in an international real estate transaction. If this surprises you, you might ask yourself if business opportunities are being lost because your agents do not understand the elements of an international real estate transaction. The bulk of “international” business takes place in local markets and sales agents need a base level of knowledge to help them attract (and keep) this business, which often comes about from a former client whose needs have expanded beyond the domestic level.

NAR has created a series of modules to help you provide an introduction to global market transaction elements. These modules are designed to be incorporated into your regular sales meetings; many of which can be expanded, based on the firm’s needs. They include resources for additional information for agents seeking a more in-depth understanding of the topic.

Keep in mind that these modules *will not* make your agents “international experts.” (NAR offers advanced training and certification for REALTORS® who work in markets where they will benefit from this.) Rather this information is designed to provide agents with enough basic information on a range of topics so that when the potential client walks through the door who:

- *is looking to buy a vacation home in Mexico,*
- *has recently immigrated to the U.S. and is unfamiliar with U.S. industry practices,*
- *has recently inherited a property in Europe,*
- *wants to invest in an London flat to house a child studying abroad for a year or, a U.S. flat for a student coming to the U.S.,*
- *is a U.S. military spouse from Iraq, Germany, Korea, or any number of countries where U.S. military personnel is based and may marry local citizens,*
- *received in inquiry from overseas about a new development, or*
- *a dozen other possible scenarios...*

...Your agents will be able to assure this potential client or customer that they can help with this transaction!

This module on language will help your agents understand how easy it is to make a fatal communication error when working with an international customer/client. Many cultures outside the U.S. do not indicate when they have been offended so it is important to know a few basic words to use and gestures NOT to use as you begin your working relationship. An understanding of these basic principles is a must for assisting foreign buyers in the U.S. or abroad.

We hope you’ll find this module useful in your sales agent training program, and we welcome your feedback. Questions or comments can be sent to [NARglobe@realtors.org](mailto:NARglobe@realtors.org). For information on other international training resources from NAR, visit our web site at [www.REALTOR.org/international](http://www.REALTOR.org/international), or contact Heidi Henning, Manager, International Education and Membership at [hhenning@realtors.org](mailto:hhenning@realtors.org) (800.874.6500; x8376).



## Broker/Trainer Instructions

1. Time required: 15 minutes
2. Language Activity: Give each participant the list of English sayings needing to be translated. Allow 5 minutes for completion. May wish to limit choices depending on time allotted. It's not necessary to do all.
3. Ask for the correct translation of each one allowing the audience to speak at random.
4. **Point of exercise:** Trying to translate things written in a common language can be difficult. Imagine difficulty of trying to communicate and translate from one language to another.
5. Examples of corporate language mistakes: (Read aloud)
  - a. When Coors put its slogan "Turn it Loose" into Spanish it was read as "Suffer from Diarrhea."
  - b. The Dairy Associations highly successful "Got Milk" campaign translated to "Are You Lactating?" in Spanish.
  - c. Pepsi's "Come Alive with the Pepsi Generation" translated into Chinese read "Bring Your Ancestors Back from the Grave."
  - d. Chevrolet's biggest mistake was when they named one of their models "Nova." In Spanish, No va means "It doesn't go."
6. Learn simple words in the language of a foreign client/customer for instance, hello, good-bye and thank you. Introduce the samples provided on Introductory Language Activity page. Provide a copy for each participant.
7. Practice words on Introductory Language Activity page. Have participants work in pairs and then have volunteers demonstrate proper pronunciation.
8. Gestures are part of all languages. Here are some to avoid. Ask if class members have others to contribute.

## Language Activity

CAN YOU TRANSLATE THESE?

IF SO, WRITE IT HERE!

Probity gratifies reflexively.

Pulchritude possesses merely  
cutaneous profundity.

Do not ululate over precipitated  
lacteal secretions.

The existence of visible vapors  
confirms conflagration.

Mendicants are interdicted from  
elective recipiency.

A superannuated canine is immune  
to indoctrination in innovative  
maneuvers.

Masculine cadavers are unable to  
render verbal testimony.

All that coruscates with resplendence  
will not assay auriferous.

Avian species of identical plumage  
are wont to congregate.

Freedom from incrustations of noxious  
substances in contiguous with conformity  
to divinity.

## Language Activity Answer Sheet

1. Honesty is the best policy.
2. Beauty is only skin deep.
3. Don't cry over spilled milk.
4. Where there's smoke there's fire.
5. Beggars can't be choosers.
6. Can't teach an old dog new tricks.
7. Dead men tell no tales.
8. All that glitters is not gold.
9. Birds of a feather flock together.
10. Cleanliness is next to godliness.

## Introductory Language Activity Page

<u>Country</u>	<u>Hello</u>	<u>Good-bye</u>	<u>Thank You</u>
Mexico	Buenos días (day) Buenos tardes (afternoon) Buenos noches (evening)	Adiós	Gracias
France	Bonjour (day) Bonjour (afternoon) Bonsoir (evening)	Au revoir	Merci
Italy	Buon giorno (day) Buona sera (afternoon/evening)	Arivederci	Grazie
Germany	Guten Tag (day) Guten Nachmittag (afternoon) Guten Abend (evening)	Auf Wiedersehen	Danke
Japan	ohayô gozaimasu (day) konnichiwa (afternoon) konbanwa (evening)	sayonara	arigatô gozaimasu

## Gestures

America: Everything is fine!  
Japan: Signal for money  
France: Zero or worthless  
Many other countries: Very rude!



Italy: Your spouse is being unfaithful!  
Brazil and Venezuela: Good Luck!  
Africa: Places a curse on someone!  
Aborigine: Signifies cattle  
Texas Football: Hook 'em Horns!



In England:  
Palm facing outward is OK.  
Palm facing inward is vulgar.

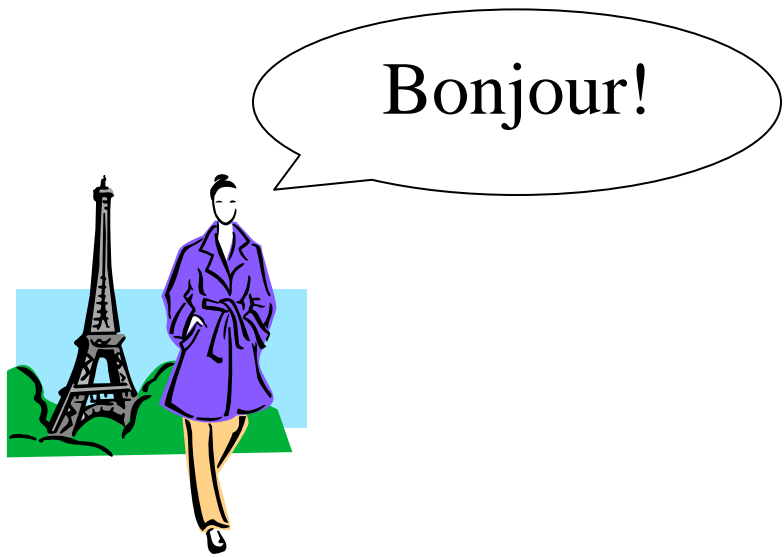


Rude in Greece: Pushing  
your flat hand in  
someone's face is  
considered insulting.



## Resources

- 1) Gestures: The DO'S and TABOOS of Body Language Around the World, Roger E. Axtell, 1991 John Wiley & Sons, Inc.
- 2) DO'S and TABOOS of Humour Around the World, Roger E. Axtell, 1999 John Wiley & Sons, Inc.
- 3) Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries, Terri Morrison, Wayne A. Conaway, & George A. Borden, Ph.D., 1994 Bob Adams, Inc.
- 4) FreeTranslation.com—translation website
- 5) Langenberg.com—translation website
- 6) Pick up current travel book since it will provide more recent country and language information. Many include a list of commonly used words and phrases with pronunciation guidelines.



## Language

### Participant Handout



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Germany	Guten Tag (day) Guten Nachmittag (afternoon) Guten Abend (evening)	Auf Wiedersehen	Danke
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