

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Multilingual ABM: translate the buying task

QUESTION

How should account work change across English, French and German?

GUIDE TAKEAWAY

Translate the whole buying task: evidence, next action, navigation and handoff. A language selector with untranslated article bodies is not a complete experience.

START HERE

Identify task and preferred language.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Identify task and preferred language

Evidence or input

Output or decision

Owner and review point

2. Maintain a technical glossary

Evidence or input

Output or decision

Owner and review point

3. Preserve claims and limits

Evidence or input**Output or decision****Owner and review point**

4. Localise assets and handoff

Evidence or input**Output or decision****Owner and review point**

5. Review language-specific journeys

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Literal translation

Useful when: Basic factual statements

Limitation: May miss buyer context

Suggested action: Check terminology

Why this fits our situation**Evidence needed before acting**

Full localisation

Useful when: A complete reading journey

Limitation: Nuance needs review

Suggested action: Verify copy controls and assets

Why this fits our situation**Evidence needed before acting**

Regional account play

Useful when: Commercial conversation

Limitation: Country is not preference

Suggested action: Ask the buying group

Why this fits our situation

Evidence needed before acting

Language SEO

Useful when: Crawlable editions

Limitation: Tags cannot fix untranslated bodies

Suggested action: Check reciprocal links and canonicals

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outselll.com/blogs/multilingual-enterprise-abm/>

Publisher and evidence policy: <https://outselll.com/editorial-policy/>