



7 guiding principles for responding to negative

TRANSLATION FEEDBACK from agencies

2 Avoid criticising the reviewer

It's better to convey you're **open to suggestion** and accept there are other ways of expressing things and opinions as to what wording is best.

4 Address any specific criticisms

Don't dismiss specific feedback as nonsense and ignore it - the agency might think you're trying to hide something.

6 Give an honest appraisal of your translation

This will help your PM out.

Acknowledge any **errors** you made, and identify any reviewer **improvements**.

But if your translation was actually very good and the changes no improvement at all, say so - but **diplomatically!**

The benefit of this approach

A helpful and balanced response shows:

- you always **act professionally**,
- you're fair and **reasonable**,
- you take issues **seriously**,
- you're **open** to other viewpoints.

And you will have helped make your PM's job a little easier in a tricky situation.

This will **enhance your reputation** with the agency, which should lead to then giving you **more work** in future!

1 Maintain your dignity

Phrase your response in **composed and measured** terms.

Avoid being overly assertive or defensive.

3 Couch things in positive terms

Rephrase negatives into positive or at least more **neutral language**.

5 Give credit to the reviewer where due

Acknowledge a nice turn of phrase or **good alternative** translation.

This shows you're open-minded, which will make your other comments more credible.

7 Point out reviewer errors

But do it **diplomatically**, without leveling criticism.

This shows everyone the reviewer isn't infallible, which will **add weight** to your other opinions and comments.

It will also help the agency's cause in dealing with their client.

For example wording to use in your response, see our **blog article**

This pdf is a summary of our more in-depth **blog article**. Check this out, and our other practical **translation articles and guides**.