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Ref: Miscellaneous RefLangTraining Oct03 WSL

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RE: LANGUAGE TRAINING PROVIDED BY CMD LANGUAGE SERVICES

Norbar Torque Tools Ltd is Europe's largest torque tool manufacturer and we export circa 65% worldwide.

We have known and used CMD Language Services for a number of years in a number of different ways. We initially used the language teaching in French successfully, as France is an important market for us. We extended this and offered our Area Sales Manager for South/Latin America the opportunity to study business Spanish. He successfully completed FLIC level 3 in 2001.

The professional language teaching has allowed him to deal with customers that otherwise would have been excluded on the basis of them having limited English and there has been a definite link between our business growth in this market and language ability. He is now able to more than adequately converse directly with our customers and suppliers without the need for a dedicated Spanish speaker. Brazil is another growing market for us and CMD are now assisting us with some Portuguese training building on the Spanish knowledge that this individual has.

We also used Cecile Davies to assist us in the recruitment of an Area Sales Manager for Central and Northern Europe. The tests used determined those candidates with an aptitude for languages and with her assistance it allowed us to recruit the right person for this role who has proved very successful. This individual started studying German in July 2000 and has successfully completed FLIC level 2 with excellent results due to the dedication and professional teaching from CMD.

Giving our staff language ability has been a courtesy to our overseas customers enabling us to build better relationships and helps our staff to move around Europe with confidence.

Norbar strives to provide employees with the education and skills necessary to perform their roles and CMD has assisted us with this.

Yours sincerely,

Wanda Stewart-Lee
Human Resources Manager

