

Native Language Takes IPB Forward

the challenge

IPB in Trafford Park, Manchester might only have been established for two years, but at the helm is a man who knows the importance of being able to speak languages.

Fifty year-old David Boden is managing director of the freight, parcel and logistics company and has 33 years' experience under his belt in the international freight-forwarding industry. A small family firm run by himself and his two sons, IPB has a turnover in excess of £1/2 million and exports and imports goods predominantly to and from European countries including France, Germany, Belgium, Holland and Italy.

Having left school with no qualifications, just a love of languages, David quickly recognised the benefits of speaking different languages when he first started in the business. At an early age he was sent to Europe by his bosses and found he picked up basic communication skills as well as a good working knowledge of his clients.

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“Whilst English in the main is well spoken throughout Europe,” said David, “dealing with international companies means it’s becoming increasingly necessary for the effort in communicating to be two way, in order to put yourself one step ahead of the competition.”

the solution

“In the freight-forwarding business, it’s important that we provide clients with the skills and expertise they need to arrange overseas shipment of their orders. With any consignment there can be logistical difficulties and foreign customer relationships are much stronger if you can communicate in their native tongue.

“I wouldn’t class myself as multi-lingual by any means, but I can speak good French, reasonable German and a little Italian. Initiatives like the RLN NW weren’t available when I first started in the business, but I’ll be using them to provide support and advice to my two sons in order to help them along in the business.”



david boden

IPB

the benefits

Whilst David says it’s difficult to put any increase in turnover specifically down to his use of languages, he believes that having access to them has opened up tremendous opportunities for his business. Not only has he gained respect from colleagues, he has built up lifelong business contacts. “Without languages I wouldn’t be where I am today,” added David. “It’s a vital tool I wouldn’t be without.”

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