

Why trust is so important



LOUISE ABBEY
9 GROUP

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?
Regular company updates enable us to share business progress with all employees. This open dialogue builds trust whilst also creating an open forum for questions and ideas.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?
We have a defined management framework which creates a solid platform for all topics to be reviewed and challenged at all levels across our business.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?
Within the ICT industry there are always going to be challenges when providing services. Our role with partners is help them engage and support their customers efficiently and ethically.

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?
By not just focusing on selling products. Providing a full suite of Comms and IT services means we are an extension to our partners' businesses and not just a trusted advisor.



LAUREN MCMANUS
DWS

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?
When we joined our business units and rebranded, we made trust one of our core values as we believe it is vital for a successful channel business.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?
We resolve any issues with the partner in mind, maintaining the human touch by communicating with our partners directly and taking on board their feedback.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?
We want all our teams to embody the DWS values. We ensure they understand what we're about and how it can help build trusting, long-lasting relationships with partners.

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?
We try to stay at the forefront of the industry to help our partners succeed. The PSTN switch off is a great example; we are working closely with Openreach to keep our partners informed

ICT channel businesses, whether serving reseller partners or organisations in every type of sector will regard trust as a central pillar of their customer relationship strategy.

There can be no denying that people today have trust issues regarding all major institutions because of corporate wrongdoing in the private sector and Government debacles like the long-drawn-out Brexit process.

So, on that foundation how can companies build trust and create long standing customer relationships?

Fundamentally, trust must be owned by every member of staff—from the company owner or CEO to the front-line team members who engage with customers online, by phone, and in person.

The conundrum with trust is that you cannot buy it or force customers to believe your organisation is trustworthy. You have to earn it, so every interaction should be regarded as an opportunity to build relationships and nurture trust.



ANDY WILSON
ENTANET

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?
CityFibre's new 'Chief Customer Officer' role drives the right cultures and processes to ensure every partner receives the very best customer experience, which in turn drives confidence and trust in the products and services we offer.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?
We proactively share clear and timely information and have a clear escalation process meaning we can deal with issues before they even become a conflict.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?
We take the time to fully understand our partners' business and provide them with the right products to meet the needs of their customers.

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?
We maintain regular contact with our partners to keep them informed of any operational updates, new products and offers and by offering hands on support we're helping our partners to grow.



STEVE HARRINGTON
MASERGY

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?
Trust is about making everyone feel safe and looked after. Make everyone feel important and they'll deliver more than they believe is possible.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?
Conflicts arise because there is a mismatch in expectations, which arise from poor communication. Be absolutely clear on what is expected from people and get their feedback.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?
Doing the right thing is an unnegotiable ethos. Do right by the customer and they will do right by you. Walk away from prospects and customers that are not the right fit.

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?
If you can truly educate customers in a non-selfish way, you can gain their trust. Be genuine in your drive to educate and you can create very long-standing relationships which repay repeatedly.



TOM MAXWELL
NIMANS

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?
Trust needs to be earned. It flows across all areas of our business, underpinned by ISO standards and our Gold Investors in People status. These breed a culture of trust to maintain the highest standards.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?
Rare internal or external conflicts that arise are resolved quickly. Competence, reliability and a caring approach stems from the boardroom down.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?
We instil in every new recruit how ethics and honesty is always best practice. A thorough training programme reinforces the importance of putting the customer first, throughout everyone's career journey.

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?
This comes from the top down having built a business on the back of impartial trusted advice. There's only one way to win respect and trust and that's by your actions.



JUSTIN BLAINE
NTA

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?
Trust is earned rather than instilled. We treat people fairly, empower them to carry out their roles and reward them consistently when delivering on the business's objectives.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?
It is a very rare for conflicts to arise either within our own team or with a partner however if they do, we discuss the problem, listen and advise how these can be resolved and then execute this plan.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?
We employ likeminded people, we insist from day one that they act with honesty and integrity and we promote a team culture.

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?
We are transparent; nothing is ever hidden from our resellers. This is reiterated within our conversations; our contract and we can also demonstrate this with partner testimonials.



TeamsLink

for your business growth

Business strategist David Horsager speaks internationally on the bottom-line impact of trust. He has developed a system with which he teaches leaders how to build the Eight Pillars of Trust namely **Clarity** – People trust the clear and mistrust the ambiguous

Compassion – People put faith in those who care beyond themselves

Character – People notice those who do what is right over what is easy

Competency – People have confidence in those who stay fresh, relevant, and capable

Commitment – People believe in those who stand through adversity

Connection – People want to follow, buy from, and be around friends

Contribution – People immediately respond to results

Consistency – People love to see the little things done consistently

See more at: https://www.youtube.com/watch?v=yG5o045a_j0



DAN MACKRELL
SHIRE LEASING

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?

Communication at all levels is vital. We embrace and act upon the voice of employees, through an Employee Forum and regular employee surveys.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?

We aim to convert conflict into learning experiences. For example, we have a Steering Committee where difficult or "red-tape" customer experiences are discussed, and solutions are agreed.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?

Our in-house legal team delivers regular training to all employees, so that we know how to treat customers fairly and comply with industry regulations.

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?

We're a member of the Finance and Leasing Association and partner of the government-owned British Business Bank. Shire was established almost 30 years ago and our Executive Board holds over 190 years market experience. As a multi-award-winning funder, we know the business well.



NICK POWELL
SKY BUSINESS

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?

At Sky Business we're customer led, fair and responsible and our people live and breathe openness and collaboration.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?

Being transparent and fair and responsible is always the best approach during conflict. We have a simple rate card approach to pricing and work openly with all our partners.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?

Our purpose is to bring better content and innovation to all of our customers; better connecting them to more of what they love. We share this purpose across the business.

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?

We only deal with a relatively small, but high-volume partner base. This enables us to establish trusted advisor status quickly, but the key is making sure that team members are available on the phone when your partners need you most.



MARK CURTIS-WOOD
VAIONI

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?

Our open environment is demonstrated through feedback on our recent anonymous staff engagement survey inviting feedback on our performance as a business and employer, which had over 84% participation.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?

We encourage an environment where open feedback is the norm, ensuring any conflicts are resolved through informal conversations without escalation.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?

By focusing on ethical selling and teaching our people it's OK to say no to customers if something isn't feasible. This links to 2 of our 5 golden rules: "Do your best by our customers" and "Keep your promises."

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?

We focus on recruiting high-performing people, for whom 'good' and 'great' aren't high enough standards. Our investment in internal and external training ensures our people are at the heart of our customers' businesses.



IAIN SINNOTT
VANILLA IP

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?

One way to gain trust is to remove customer risk. If the ambitions of the salesperson are not aligned with your customer, a short-term gain can soon become a churn factor.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?

By offering true cloud, on-demand, short-term agreements on individual elements, within a solution, we protect the reseller and their customer from losses through a 'misunderstanding' or 'negative business outcomes'.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?

The key is not to undermine the natural good qualities of your team. Bad targets and bad product construction are the keys to salespeople pushing the boundaries of good practice.

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?

We deliver a portfolio to generate long-term revenue and an eco-system (Uboss) to manage it. Our purchasing options and support programmes de-risk sales development.



NEIL WILSON
VIRTUAL1

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?

Trust in the corporate world, like life in general, comes from simply delivering on what you say you will, when you say you will.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?

Rare conflicts boil down to a misunderstanding rather than a negligent act, so being open is often the best route for a quick and satisfactory resolution.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?

Our sales team are our ambassadors; we expect them to lead by example and set the expectations of the level of service that our partners will receive.

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?

Simply by delivering on our sales and service promises. Our end-to-end automation leaves little room to hide in the case of a mistake by either party and this drives a healthy partnership with our customers.



ALAN SHRAGA
FIDELITY GROUP

HOW HAVE YOU IMPROVED TRUST WITHIN YOUR FIRM?

By sticking to our word, honouring our agreements, building trust and delivering on what we promise. We have adopted L.T.D (Loyalty, Trust and Delivery) within the business to guide our interactions with customers, partners, staff and suppliers.

HOW DO YOU DEAL WITH ANY CONFLICTS THAT ARISE?

With such a diverse group of people across our regional offices we have set up processes for this with equal opportunities, anti-harassment, anti-bullying, formal complaints procedures etc.

HOW HAVE YOU INSTILLED ETHICS IN YOUR TEAM?

L.T.D has been instilled into our business from incorporation. This starts within the sales process, from honouring our commitments, building relationships with our channel partners and their clients.

HOW HAVE YOU BUILT A 'TRUSTED ADVISOR' STATUS?

We work with channel partners who already have the 'trusted advisor' status and add value by providing them with relevant knowledge, technical information, solutions and know how.

Introducing the missing link for your customers.

Now you can offer a complete collaborative meeting and calling solution.

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