Blue Kite TRAINING

8 Steps to Building Strong Relationships

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What's the Challenge?

Building strong relationships between retailers and suppliers is essential but often challenging.

One of the key challenges is the perceived power dynamic, where retailers hold the upper hand due to their control over distribution channels and sales volume. This dynamic can lead to strained negotiations, pricing disputes. Additionally, differences in priorities, communication breakdowns, and conflicting interests can hinder collaboration.

Good relationships create trust which can build reliability and ensure both parties are responding to changing market dynamics and customer demands. Strong partnerships contribute to mutual growth, profitability and smoother supply chain management.

Retailers with a higher level of trust in a manufacturer perform **11%** better than those with a low level of trust.

What can you do?

01

Training and Education

provide training programs on effective communication, negotiation skills and conflict resolution and importance of industry knowledge.

Clear Expectations

Set clear expectations and guidelines for how employees should interact with partners looking at communication, consistency and professionalism.

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Regular Communication

Encourage open and regular communication between team members and their counterparts in either the retailer or supplier. Help them build rapport.

Listen and Understand

Teach employees how to actively listen and to understand the needs, concerns and goals of their supplier or retailer. Encourage empathy in the team.

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Problem Solving Mentality

Create a problem solving mentality within the team. Encourage everyone to proactively identify and resolve issues before they escalate and empower individuals.

Transparency and Trust

Promote transparency and honesty in all dealings with retailers or suppliers. Building trust by keeping commitments and sharing information openly.

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Collaborative Approach

Emphases the importance of collaboration and partnerships rather than purely transactional relationships. Provide training to develop these skills.

Recognition and Reward

Recognise and reward team members who demonstrate positive relationships. Highlight success stories and best practice to inspire others.

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