

Creating Trust

- * Treat your partners with respect
- * Treat your partners fairly
- * Deal with your partners equitably
- * Go and look at the local conditions under which your partners operate
- * Engage in two-way communication with your partners
- * Provide your partners with a coherent rationale for your policies and decisions
- * Give your partners the possibility to appeal a policy or a decision to a higher level in your company

Source: Nirmalya Kumar, *The Power of Trust in Manufacturer-Retailer Relationships*, Harvard Business Review, November-December 1996