

IS THERE A LONG HOT SUMMER AHEAD?

Welcome to our mid-year newsletter.

As I write, I'm conscious that we're already in the second half of the calendar year.

The UK weather is hot, and there's speculation about another long hot summer ahead.

In the commercial world, most would agree that things have been hotting up since the start of the year – and not in a good way for everyone!

Whether we've benefited or not from the uncertainties in the international trading landscape, the resumption of some stability and certainty in B2B markets would be welcomed by most.

For us at Customer Attuned, these opportunities and threats have affirmed the vital importance of our raison d'être: building customer centric cultures based on B2B trust so that sustainable, mutually beneficial and profitable relationships are maintained.

In times such as these it has never been more important to know who you can trust in business, and that they have a strategic aim for mutual benefit.

It's also never been more important to have trained and equipped people who can adapt to change and communicate well with customers and colleagues.

Whether things stay heated or not (weather-wise and commercially), we wish you every success in the 2nd half of 2025 in maintaining and building better B2B relationships.

Peter Lavers, Co-Founder

CONTACT US

CUSTOMER STRATEGY

A STRUCTURED APPROACH TO CUSTOMER STRATEGY

We have had the privilege of working with organisations across the B2B sector helping them develop their customer strategy. I'm surprised to find that many companies still don't have an explicit strategy for how customers (not just key accounts) are going to be managed for mutual value and an excellent experience (CX). We have therefore developed a practical approach to 'cover all the bases' of good customer strategy.

[Our Approach to Customer Strategy](#)



[Customer Strategy for Membership Organisations](#)

PEOPLE DEVELOPMENT

TRUST-BASED RELATIONSHIPS CREATE VALUE

In 2025, we've been focusing on delivery of a number of highly successful sales and account management training workshops covering a range of topics all designed to increase retention and acquisition of profitable business based on stronger relationships and deliver enhanced value to their customers. Always good to [share a story](#) or two of the delegates in action!

The success of our programmes is down to several factors including quality of content & delivery team, how we immerse ourselves in understanding the client's challenges, our commitment to support behavioural change, etc. But what we believe makes us stand out as different to anything else available in the market is how we place the building of trust-based relationships at the heart of all of our programmes. How this manifests across our programmes is brought to life in this [insight webcast](#) shared earlier this year

BUSINESS DINING

SENIOR LEADERS DINNERS

Big conferences are great, but we have found that intimate gatherings of small groups are much more effective at getting to the heart of relevant B2B issues, and learning from each other's insights and experience.

This is why Customer Attuned hosts regular business dinners to give our clients opportunity to meet and discuss matters of common concern or opportunity in a confidential and comfortable environment. Our gatherings this year have prompted lively discussions on:



[Entrepreneurialism in B2B sales](#)



[B2B Relationship Lifecycles](#)

We can help with your Customer Strategy and People Development challenges. Please get in touch to discuss your issues and opportunities

RESEARCH UPDATE FROM CO-FOUNDER DR MARK HOLLYOAKE

For over two years I have been developing the next stage of my B2B trust research journey building on my doctoral thesis. I am digging deeper to unpack the role boundary spanners (those that span relational boundaries) play in the development of trust within B2B relationships. This research is being developed in collaboration with Dr Ed Little Associate Director (Academic Enhancement) for Postgraduate Business and Management Programmes with The University of the West of England (Bristol).

The research aims to unlock and unpick the role of the Boundary Spanners within a B2B relationship to develop relational trust. Specifically, I aim to

- Understand the cognitive and affective trust elements they deploy and how they interact to create mutual value
- Understand the dynamics of the role in the development of relational trust within the relational dyad
- Establish how the role differs at: leadership, operations, staff levels and the key cognitive/affective trust elements related to each level.

My investigations will involve six stages of qualitative and quantitative research, and if you are interested in this area and the outputs from my doctoral research then drop me a line: Mark.hollyoake@uwe.ac.uk

