



First and foremost we are appointed
by our clients to represent their best interests
in all aspects of credit insurance.

In this small and important area of their business,
we hold out a hand to our clients and travel with them
towards their successful business future.





Welcome to The Channel Partnership's 'Brand Book'. We hope it inspires you.

“ The Channel Partnership has been involved in the world of credit insurance since 1992. We have loyal and supportive clients who stand by us and refer us to their own associates, contacts and friends. We are enormously proud of that.

All in all, we believe we have a great business and we want to get better.

The first step is to add greater clarity to The Channel Partnership brand by sharing our culture, values and beliefs. This book is a visual representation of who we are and what we stand for and

has been developed by all members of the team.

I strongly believe that to be great at what you do, you have to know where your strengths are. And you need to know what a great client looks like.

We will not be right for every business but we are passionate about delivering supreme value for those for whom we are.

If you like what you see, there's a strong chance that we'll be able to build a great business partnership for the future.



”
Tom
The Channel Partnership

Our Vision

We will challenge the perception of credit insurance and bring a human side to business protection.



We are all about people.

We're all human and it's important to know what makes each of us tick. We are not just a corporate credit insurance business. We like to understand our clients; we like to understand them as people.

We aren't on the planet to deal solely in credit insurance. We all have personal lives and we bring that human approach into what we do.

We want to build genuine relationships with our clients. We think that is really important.



Steve
The Channel Partnership





Our Culture

Supportive, honest, believing, got my back... our safe place.

“ Right from the start at The Channel Partnership the business felt like a cohesive team. We support each other. There is no competition to be the best. If someone needs some advice and guidance then it’s given. I think this benefits our clients. Our aim is to find the right solution and

“ At The Channel Partnership we like to let people know that we’re here and encourage them to come and talk to us. I’m not sure I’ve encountered another company that does quite the same. I think we’re a very open and honest business.

we are able to seek advice and work together to get there.

The Channel Partnership is very supportive to its team members. There is an empathy there and that empathy then grows in everything we do.

We don’t shy away from issues and will take time to talk clients through any challenges.

We like to inform them and enable them to make the right decision. We aren’t about hard sales.



Emma
The Channel Partnership



Jess
The Channel Partnership

Our Beliefs

We believe business leaders deserve open and honest knowledge to make well-informed business decisions.

“ With my new clients I like to find out about them and what motivates them to get up in the morning. For me that is the secret to great relationships.

And we aren't all about sales. We have the confidence to admit to potential clients if we feel we aren't right for them.

We have the confidence to do the right thing.

And if they are a current client and we find an option which is better suited but cheaper for them, we'll let them know.

At the end of the day the result is mutual respect.



Rob
The Channel Partnership





Our Principles

We deal on a human level because business is personal.

We want to get to know you so we can have an honest conversation about what's truly right for your business.

If we can't find a solution that's right for our clients and for us, then we accept the third option of no deal.



It's interesting, I haven't seen another company this size embrace the concept of brand but we want to have a modern perspective to our business.

We are forward looking and proactive. We have a strong belief in how we should do business and we put our energy into making a difference.



Andrew
The Channel Partnership

Our Values

Integrity

We do the right thing

"We do the right thing; we work hard to see business from your perspective."

We're invested in your business

"We are curious about and committed to your business."

We bring maximum value when we can apply our expertise with precision."

Authenticity

We build relationships

"We foster genuine relationships because we believe that business is all about trust."

Our clients are important to us and the longer we're together the more tailored our service can be."

We tell it how it is

"We deal in real conversations even though they may feel difficult at times. We won't pull the wool over your eyes."

Transparency

We're people people

"We operate on a human to human basis because your business is deeply personal and so is ours."

Our values and behaviours run deep; they are the starting point for everything we do.

We are The Channel Partnership





We're on a journey...

...and we want you to be on the journey too.

The Channel Partnership has seen many changes since we started business in 1992 and needs to continue to change and improve as the world changes around us. Our clients have their own business ambitions and we have ours. We want to see The Channel Partnership, our clients and our team flourish and grow.



In larger businesses you have no idea what anyone else is doing but because The Channel Partnership is smaller, we all know about each other's clients.

We all get the opportunity to put our heads together and to discuss them collectively. There is that consistency and that genuine collective desire to do our best.



James
The Channel Partnership

Our Promise

We will support and challenge you in equal measure to ensure we find the solution that is right for you.

Supportive | Confident | Challenging | Personable | Trustworthy | Inquisitive | Listening | Future facing



We aren't all about sales. We have the confidence to admit to potential clients if we feel we aren't right for them. We have the confidence to do the right thing.

And if they are a current client and we find an option which is better suited but cheaper for them, we'll let them know.



Emma
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