

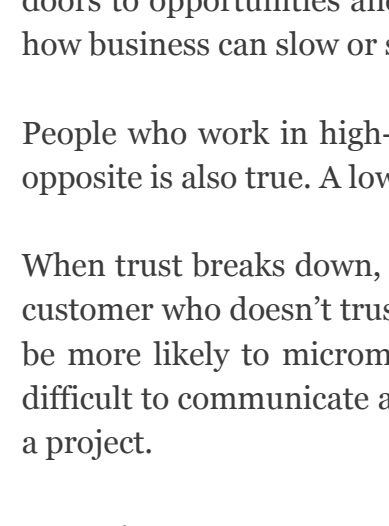
# InfoBuzz

## REACHOUT RELAX ENJOY

### Leaderspeak

#### Cultivating Trust for Delivery Excellence

**How long would you be the client of a chartered accountant, lawyer, or doctor if you didn't trust that they had your best interest at heart?**



**Shripad Puliujkar**  
Delivery Manager

**How long would you stay in a relationship or maintain a friendship with someone you don't trust?**

Delivery excellence demands a lot of things. We had a great roundtable discussion about it in our last Delivery Summit where we discussed not only technical skills & processes but also the mindset required to achieve delivery excellence.

One of the points we discussed during that roundtable was - **'Consciously working to build trust with the client.'** Today I want to take this opportunity to dig deeper into this topic so let's understand -

#### Why is it important?

Working with leaders and teams at many different organizations over the last 8+ years, I've seen how trust opens doors to opportunities and can help people and companies grow beyond their wildest expectations. I've also seen how business can slow or stop without trust.

People who work in high-trust project teams experience **74% less stress** & **106% more energy** at work. The opposite is also true. A low-trust work environment can be stressful for everyone involved.

When trust breaks down, you'll notice an obvious shift in how someone speaks and acts around you. A client or a customer who doesn't trust you is less likely to give you freedom and flexibility to work on your own terms. They'll be more likely to micromanage you and scrutinize everything you deliver. If you don't have trust, it'll be more difficult to communicate and coordinate. In extreme cases, a lack of trust can even bring down your entire team or a project.

#### What is trust?

What business do you think we are in? Technology consulting? Salesforce services? Nope! We are in the TRUST business, but take the word trust out and drop in the word **'Predictability'** and then things will begin to change.

We are working in an industry where **66% of software development projects fail** & **70% of digital transformation initiatives never achieve their original objectives**. What we do is complex, stressful, and uncertain & as soon as you begin to make things more predictable & more understandable for your clients/customers you begin to help them in huge ways.

#### Trust = Predictability

Trust is intangible but predictability is achievable. If your client feels a sense of security, confidence & reliability when collaborating with you, congratulations! you have their trust.

#### How to build trust?

We have talked enough about building trust at a strategic level. In this section, I want to go tactical and talk about some practical steps you can start implementing from today in your respective projects to consciously initiate this process.

#### Effective over-communication

- Effective over-communication is the key to solving most of the problems when the client is new & the relationship is not mature.
- Make a rule that no client email or JIRA ticket will go unanswered for more than 24 hrs.
- Try to talk to the client at least 2 or 3 times a week even if there is nothing new (just say there are no new updates). No update is too small. It helps in building predictability and stability.
- Communicate with a sense of urgency and certainty. Never keep clients wondering when they will hear back from you. For example,  
**Wrong:** 'I will get back to you'  
**Correct:** 'I will get back to you before the end of this week'

#### Be transparent & honor the commitments

- People don't like to hear excuses. If you do something wrong, it's best to just be upfront about it. Being vulnerable enough to admit fault will humanize you and make you more trustworthy.
- Walking the talk! If you say you are going to get something done, get it done.
- As long as you can explain what you're doing and why you're doing it, most people will be able to understand.

#### Present solutions, not problems

- If something goes wrong and you realize you won't be able to meet the deadline pick up the phone and make that call immediately with a **SOLUTION** and not on the day when you were supposed to deliver it.
- Tell honestly and with full transparency
  - What has happened
  - How we can fix this
  - If there is a temporary workaround and
  - The updated delivery date
- If it is because of our mistake instead of pointing fingers at someone else, accept it! And tell the client what preventive measures you have taken so this mistake never happens in the future.

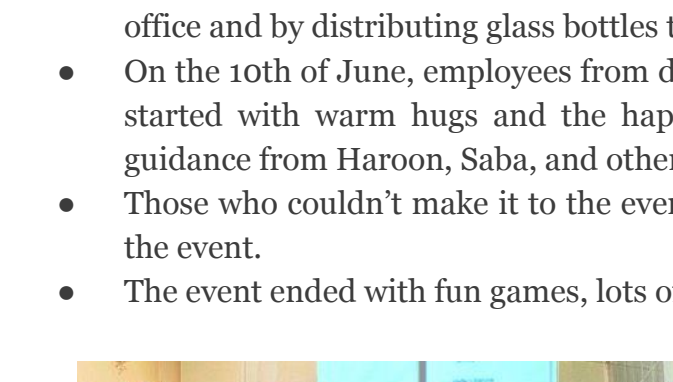
#### Doing the right thing is always the right thing

- Doing the right thing is always the right thing and do not refrain from doing that.
- Remember that you are the expert when it comes to technology and you should always push the client to do the right thing even if he/she thinks otherwise.
- When you are confident about your solution and you implement it even when there is a little bit of resistance from the client, the client will appreciate it in the long run.
- Learn to say NO to the client. It is a very important skill when you have the client's best interest at heart.
- Take just that one extra step before running an extra mile.

Please understand that building trust is a marathon and not a sprint. Building trust doesn't happen overnight. Always have a knack for identifying inefficiency and be smart enough to create processes to eliminate those inefficiencies. Actively share the information with clients/customers that they need to know to succeed. Trust but not least, once the client starts trusting you, never under any circumstances take advantage of the client's trust or take it for granted.

Now it's time for you to start taking steps to build more trust not only with clients but also in your own life. I wish you Continued Success! 🏆

### Salesforce News Feed



#### Accelerate Productivity with Sales Cloud Unlimited

Salesforce has introduced Sales Cloud Unlimited, a unified platform with everything sales teams need in one place to drive growth and turn sales reps into trusted advisors. With Sales Cloud for Slack, Subscription Management etc., every sales team will have the tools to speed up workflow & drive revenue.

[Read more](#)



#### Automation Demand Surged in 90% Companies

A new study from Salesforce and Vanson Bourne reveals business demand for automation has surged and now spans multiple departments in a bid to accelerate efficiency and productivity due to macroeconomic uncertainty.

[Read more](#)



#### Trailblazer Ranch- New Chapter of Salesforce's Culture

It is an exciting new gathering place where employees can forge trusted relationships with their colleagues, learn from one another, get inspired, grow in their career, get trained, and give back to the community in a fun & safe environment

[Read more](#)

### Latest News @ Infoglen

#### Infoglen Delhi-NCR Meet Up

From a one-room office in San Jose to a successful corporate event inviting employees from across the globe- Infoglen has expanded exponentially!

On the 10th of June, we witnessed the first official corporate event hosted by Infoglen where employees across the globe joined to celebrate. Our CEO Haroon Ahmad, and COO Saba Ahmad, flew down to India from Infoglen's head office to mark the beginning of two fun-filled days of learning, sharing and celebrating Infoglen's success.

- All the leaders met Saba and Haroon on the 9th of June to discuss new strategies and our next step in bringing greater success to Infoglen.
- They discussed value creation and how we can add value to clients' businesses to make our Salesforce services even more promising.
- We also took a step ahead in being more sustainable as an organization by installing water dispenser in the office and by distributing glass bottles to all the employees present at the event to say no to plastic bottles
- On the 10th of June, employees from different states of the country joined the most awaited event. The day started with warm hugs and the happiness of meeting each other face-to-face, followed by leadership guidance from Haroon, Saba, and other leaders.
- Those who couldn't make it to the event joined us virtually through a con call and virtually participated in the event.
- The event ended with fun games, lots of photographs, and memories to always cherish.

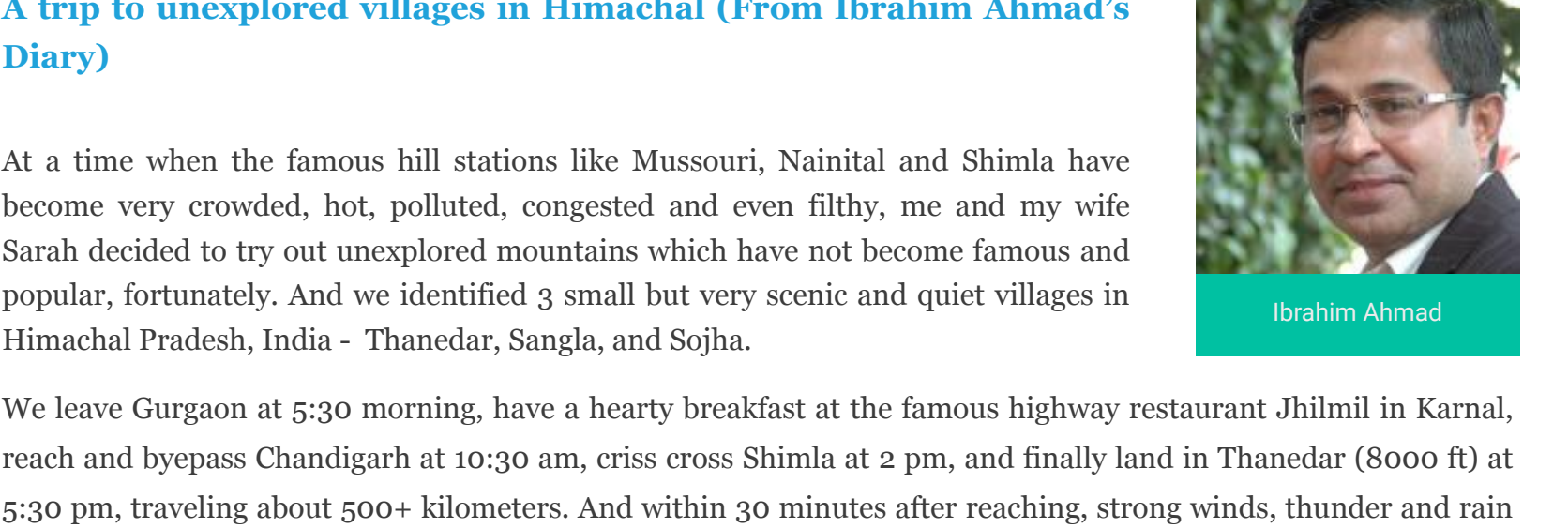


#### Infohub Community Revamp- Employee Portal

The Wait is Over!

Infoglen's BSE team has revamped the old employee portal and has changed it to a world class intranet, as quoted by COO Saba Ahmad. This new design of our infohub is easier on the eyes & elegant and intuitive in design with tons of features.

Please login to your newly revamped intranet and check out the new design and exciting new features at Infohub.



### Upcoming Webinars & Events by Salesforce

[Click to know more about the webinars!](#)

S. No.	Topic	Date	Time	Registration Link
1.	Small business trailblazers	11 July	04:00 PM GMT	<a href="#">Click here</a>
2.	How SMEs can digitalize their business with customer 360	02 Aug	09:30 PM GMT	<a href="#">Click here</a>
3.	Top data & analytics trends for the digital-first marketer	23 Aug	04:00 PM GMT	<a href="#">Click here</a>

### Opportunities @Infoglen



Salesforce Developer w/ CPQ Project Exp



Salesforce Developer



Marketing Manager India (Gurgaon)



Sales Manager (US, Canada, India)

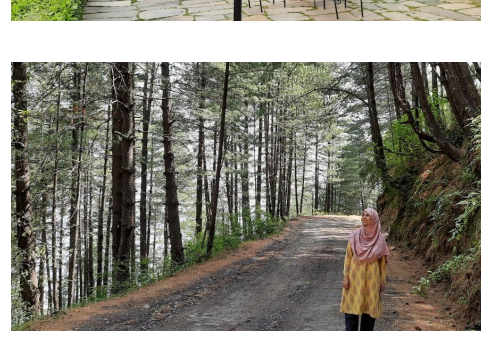
Want to refer someone for any of these positions?  
Send an email to [sharaf@infoglen.com](mailto:sharaf@infoglen.com) or [charlie@infoglen.com](mailto:charlie@infoglen.com)

### The InfoBlog!

#### A trip to unexplored villages in Himachal (From Ibrahim Ahmad's Diary)

At a time when the famous hill stations like Mussoori, Nainital and Shimla have become very crowded, hot, polluted, congested and even filthy, me and my wife Sarah decided to try out unexplored mountains which have not become famous and popular, fortunately. And we identified 3 small but very scenic and quiet villages in Himachal Pradesh, India - Thanedar, Sangla, and Sojha.

We leave Gurgaon at 5:30 morning, have a hearty breakfast at the famous highway restaurant Jhilmil in Karnal, reach and bypass Chandigarh at 10:30 am, cross Shimla at 2 pm, and finally land in Thanedar (8000 ft) at 5:30 pm, traveling about 500+ kilometers. And within 30 minutes after reaching, strong winds, thunder and rain started, so we were stuck in our room. It was a terrace room, overlooking a huge expansive valley that seemed to have only and only orchards of apples, plums, cherries, and apricots. The ugly nets on the beautiful fruit laden trees (to save them from the birds and hail, I guess) ruin the lovely view, but the place is completely quiet, cold and the air is crisp and pure.



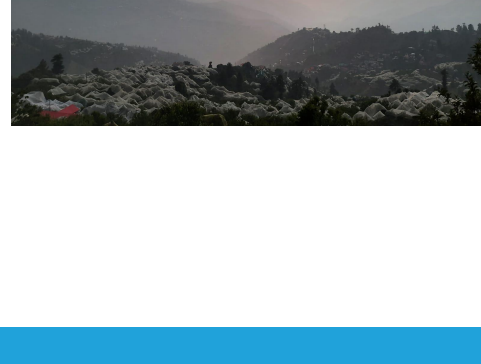
Our first break, the famous Jhilmil Dhaba at Karnal, on the Delhi Chandigarh highway. The route is dotted with restaurants - fancy AC types to regular ones for the truckers, and most of them serve amazing *parathas* (a flatbread native to the Indian subcontinent) with white butter.



The parathas have arrived !!! Besides the white butter you also get lots of *achar* (a pickle native to the Indian subcontinent, made from a variety of vegetables and fruits, preserved in brine, vinegar, or edible oils along with various Indian spices) and green chilies. On the side, you may also order some plain curd, and *dal makhni* (a traditional lentil dish, made with urad dal and other pulses, and includes butter and cream) for making the food more wholesome, complete and yummy.



Finally, we reach our first destination, Thanedar. There are fruit trees all around - by the roadside, on the slopes, in people's houses, inside the resort we are staying. Apples, cherries, plums, apricots, and the likes. We check into Banjara Resorts, and the location is simply beautiful.



Thanedar, though mostly orchards has many walking trails too (including easy ones) in the midst of pine and cedar trees. You can walk for hours without meeting a single soul.



At the Dining Room, made of wood and glass is warm, and the food delicious. Natural beauty is one part of travel, but good food makes the holiday complete



Post breakfast chatting, on the warm sunny terrace at the Banjara Resort. The surrounding landscape is so beautiful that you can spend the whole day just sitting here, watching nature.



Enjoying my mid day tea and roasted peanuts in the balcony in the cool breeze. All around there are just orchards. It seems, fruit growing is the only business here.



Every room has glass walls so that you get an almost 360° view of mountains and forests around. This pix was clicked after a sudden round of heavy rains and thunder, in the afternoon.



Ibrahim Ahmad