

Why relationships still win in lending with Andy Reid

Podcasts

24.03.25

In this episode of [NRG Resourcing](#), Marcus Nanson speaks with Andy Reid, Sales Director at TAB, about how relationship-building continues to drive success in specialist lending. Drawing on his 20-year career in financial services, including his pivotal role in developing TAB's client-focused sales approach. Andy offers a grounded perspective on what sustains businesses in a competitive, rate-sensitive market.

Here is what you can expect...

Why relationships still close more deals than rates

Examining the enduring competitive advantage of trust-based client partnerships in a price-sensitive market.

The mindset needed to survive (and thrive) in sales

Practical approaches to maintaining resilience and motivation through market cycles.

How to build a career you actually enjoy

Strategies for finding professional fulfilment while navigating industry pressures.

Leadership, resilience and mentoring the next generation

Insights on developing talent and sustaining company culture during periods of growth.

The conversation offers financial services professionals a balanced perspective on combining relationship fundamentals with contemporary business demands.

You can listen to the podcast on Spotify here: [NHG Insights Spotify](#)

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