



LIVING THE KELTEK DREAM



Culture Matters

Culture guides behavior and it picks up where the handbook leaves off. You make hundreds of decisions every day, and culture is your guide. Culture tells you what to do when your direct supervisor isn't in the room.

D

DO THE RIGHT THING

Internal: We received a double shipment from a vendor. They had no record that we received a duplicate. We notified them of the mistake and purchased the product the right way.

External: An employee found a wallet containing \$300 in a customer's removal. He notified a supervisor. The customer stated, "I can't believe you notified us – you could have just kept it."

R

RELATIONSHIPS

Internal: We choose vendors of the best quality and whom appreciate a quality reseller. Because of that, Panasonic has asked us to start selling in Minnesota. More vendors approach us, requesting representation in new territories.

External: The operations team visited customers to see how we are doing. During a visit, a customer expressed how excited they were to see a KELTEK face without it being a sales call or a service call.

E

EXPERT

Internal: KELTEK's goal is to reinvest in our employees – from vendor training to certifications, we believe if you teach they will come.

External: During a product demo, a customer forgot to turn on the camera during a stop. They called in a panic and a tech helped them with their problem and fortunately we were able to pull the video for the incident.

A

ATTITUDE

Internal: When you are around individuals with a "can-do" attitude, it motivates the entire team. We strive to see the glass half full, regardless of the circumstance.

External - The #1 thing we hear from customers is what a positive attitude our team has. It is so great to work with a team that has a positive attitude and are willing say – let's figure it out. We all have challenges but they get worked through with a good attitude.

M

MERRITT OVER ENTITLEMENT

Your title and rank at KELTEK do not matter. Executives have cleaned the bathroom and taken out the trash. Each and every person is important and plays a key role in the success of KELTEK.

Your title does not dictate your worth. We truly believe you should be rewarded for your merit to the company, not just because you have been here a long time or you are entitled.

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CULTURE IS OUR
PRODUCT ELEVATED
TO A SET OF
BELIEFS