

## THE SALES SOLUTIONS WAY

Sales Solutions Inc. is an extraordinary manufacturers' representative group that strives to eliminate workplace injuries using a highly trained consultative sales force in the safety industry. We promote our manufacturers' brands and products to provide solutions for end users and sell through our distribution partners.

At Sales Solutions Inc., our values shape our culture and drive our mission. We create an environment where professionalism, expertise, and passion come together to deliver results. We believe in making work fun, enjoying our team and customers, and being grateful for the opportunity to serve. As experts in our field, our customers can rely on us for in-depth knowledge of our products, applications, and industry standards. We prioritize continuous learning and embrace innovation to help our customers succeed. We are hardworking, self-driven professionals, dedicated to going the extra mile to outwork the competition and provide exceptional service. Our goal is to be a true partner to our customers, always looking out for their best interests. We're grateful for our blessings and know that family is paramount. Thank you for your support of Sales Solutions Inc.

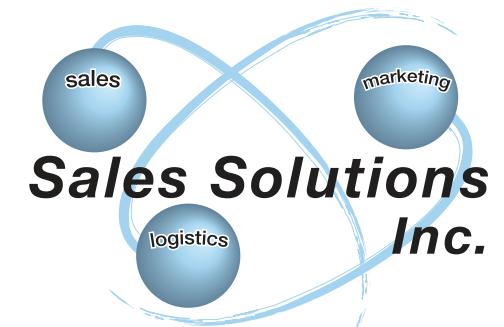
### **Our Mission:**

*To eliminate workplace injuries  
by being the most trained  
consultative sales force in the  
safety industry.*

*We do this by Raising the  
visibility of our Principles Brands  
at the End User and sell thru our  
Distribution partners.*

### **Our Core Focus:**

*To create good, sustainable jobs  
that empower people to thrive.*



*The Sales Solutions Way  
is how we live out our values  
every day – through  
professionalism, expertise,  
fun, customer focus, hard  
work, and self-starter  
initiative. These principles  
shape our culture and drive  
us to serve our customers,  
manufacturers, and each  
other with excellence.*

## PROFESSIONALISM

- Be dependable, disciplined, and consistent in everything we do.
- Take personal pride in how we present ourselves, our company, and our manufacturers.
- Commit to continuous growth and improvement through training, reflection, and feedback.
- Return emails and voicemails the same day they are received.
- Respect colleagues, distributors, and manufacturers with professionalism and humility.
- Represent SSI with integrity and uphold the highest standards in every interaction.

## EXPERTISE

- Be an expert in the standards that influence the safety industry.
- Study, learn, and understand our products and their applications.
- Always wear and use the products we sell.
- Develop a reputation for world-class presentations and demonstrations.
- Be inquisitive, curious, and open to new challenges.
- Know the competition's products, strengths, and weaknesses.
- Continually strive to be a subject matter expert through study, certifications, and fieldwork.

## FUN

- Take our work seriously, but not ourselves.
- Build genuine connections with customers, colleagues, and partners.
- Celebrate team and individual wins together.
- Bring energy and camaraderie to the workplace.
- Stay positive and humble, keeping egos in check.
- Create a culture that balances hard work with enjoyment and gratitude.

## HARD WORK

- Be relentless and passionate in the pursuit of success.
- Do the hard work that best serves our customers and manufacturers. No milk runs.
- Dedicate the extra time it takes to outwork the competition.
- Step up willingly to challenges, even when inconvenient or difficult.
- Take pride in doing things right, not just fast.
- Keep opportunities in the pipeline for all manufacturers and consistently follow through.
- Tell the truth, always – even when it's hard or not what a customer wants to hear.

## CUSTOMER-FOCUSED

- Put the customer at the heart of everything we do.
- Drive business by working directly with end users to create demand for our manufacturers' products.
- Follow up on all opportunities, samples, and quotes out of respect for our manufacturers and customers.
- Be grateful for the opportunity to serve our customers and partners.
- Deliver extraordinary service – over deliver, over perform, exceed expectations.
- Be forward-thinking, stay in discovery, and embrace technology and new solutions.
- Be available when customers need us – including nights, weekends, and off-hours.

## SELF-STARTERS

- Take initiative and ownership without waiting to be told.
- Do what you say you're going to do. Honor your commitments.
- Hold yourself accountable to the highest standards of performance.
- When you don't know, say so – then find the answer.
- Gather all the necessary information before seeking price concessions or samples from manufacturers.
- Develop your own relationships with end users while honoring distributor partnerships.
- Take the initiative, actively pursue key targets.