



THE PACESETTER WAY Executive Insights

Brought to you this week by Chad Fellabaum, Sales Manager

Take the Success of Pacesetter Personally: Our primary goal is the long-term success of our company. You are a reflection of our organization and you must view your decisions and actions from this perspective. Understand the bottom line. Ensure that your investments of both time and money positively impact the profitability of Pacesetter. Align your focus to be in support of the following: Sales minus Cost equals Profit.

I spent some time last week reflecting about what this Pacesetter Fundamental means to me. I realize not everyone who reads this post will feel the same way I do about the companies they have worked for or are currently employed. After all, working for a small, medium, or large company (public or private) all have their own unique culture and environment that affects us differently in some way. Personally, I have only worked for five different companies in my 22 years in the work force. Even though I have only experienced working for a few companies, four out of five have all been sales positions and each of them offered different experiences and different exposure to company culture.

One of the four companies I worked for was a public national retail chain, one was a small family owned business (15 employees), another was a large public security company, and now Pacesetter. I would love to admit that no matter which company I have worked for, I always took the success of that company personally. However, when I look back at two of those companies and my time there, that has not been true for me when I was at the large public companies. It was not due to a lack of motivation or a drive to be successful and perform at my best. I performed very well at both companies but the environment and culture bred an "it's all about me" mentality. Pacesetter is different!

The culture here at Pacesetter has always been family focused since I started on day one. Aviva goes into the details on what the culture looks like throughout her Fundamental #8 post. In addition, I would like to add that every associate is empowered to make decisions that affect the success of this company. This is why "Taking the Success of Pacesetter Personally" is so important. We have the responsibility of supporting this company and one another to make sure the decisions we make are profitable for the long term. We owe it to each other and our community!

"By taking ownership in Pacesetter and treating it as if it were our own, we are investing our time and energy in something much greater than ourselves." - Aviva Leebow Wolmer

Check back next week for more Executive Insights and be sure to comment on our website about all you are doing to live out these fundamentals!

