

# TREXLO

TR  
EX  
LO  
CLIENT FOCUS

## GUIDING PRINCIPLES & VALUES

# TR

### **Truth: Integrity**

*We walk in Truth with Integrity by:*

- Doing what we say we are going to do, when we say we are going to do it.
- Making our best effort to keep all agreed upon commitments.
- Always operating with moral uprightness.
- Communicating honestly and openly without exception and without gossip.

# EX

### **Excellence:**

*We will strive for Excellence with every product, every service and every interaction by:*

- Making our best effort to go through the details, and evaluating ourselves by asking, "Would you put your name on it?"
- Re-establishing our position everyday by seeking constant self-improvement.
- Giving our full effort and attention to every personal interaction.
- Humbly taking responsibility for our mistakes.

# LO

### **Love | Passion | Respect**

*We live out Love/Passion/Respect by:*

- Maintaining a positive attitude in all situations.
- Having a true passion for our work.
- Showing respect for everyone by treating others as you would like for them to treat you.
- Displaying a love of life and an appreciation for God's blessings by giving back to those in need.

# CLIENT FOCUS

### **Client Focus**

*We will maintain our focus on our Clients by:*

- Keeping the Client's best interest in mind in every situation.
- Striving to exceed the Client's expectations.
- Maintaining a "sense of urgency" with all internal and external client requests and projects.
- Giving our best effort to turn every client into a Promoter of our brand.