



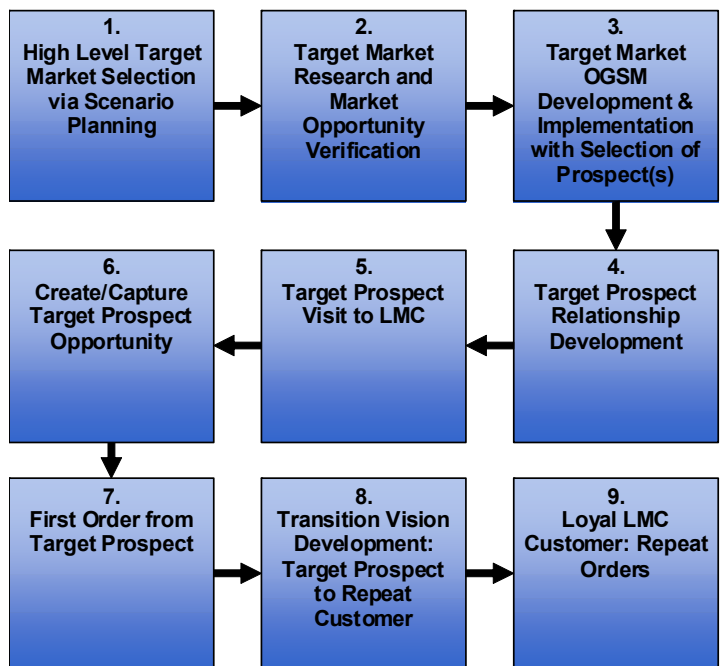
# Enterprise Selling

The most sustainable competitive advantage we possess at Lindquist Machine Corporation is our organizational culture. We focus entirely on you and the opportunities in your marketplace. The process we use to develop a market-driven organizational culture is known as **Enterprise Selling**.

At LMC:

- ◆ We have established Core Values – behavioral expectations that LMC associates are expected to meet all of the time.
- ◆ Our **Enterprise Selling** model drives various work teams that span all areas of the company and focus on every day's effort.
- ◆ Each of us is a stakeholder committed to the success of our customers in their respective markets
- ◆ We have established key performance metrics that provide us a quick “snapshot” of our direction and progress in meeting strategic goals.
- ◆ We extract performance feedback from our customers that is used to refine strategy and focus continuous improvement efforts.
- ◆ We financially support and encourage continuing education for LMC associates

## LMC ENTERPRISE SELLING PROCESS FLOW CHART



We do what we said we would do.



Lindquist Machine Corporation