

# Strategy: “Sales Team of the Year”

*AIM: To reward those that live the belief that the team delivers greater value to the customer than the sum of the individuals.*

- Works effectively to establish a good plan and successfully accomplish broad goals
- Builds effective collaborative relationships across diverse groups to define and solve customer problems
- Creates a team environment that promotes communication, trust, cooperation & respect for differences
- Realized significant gains in business this year due to team accountability in driving the business forward

# Ownership: “Innovation in Sales Award”

*AIM: To recognize efforts that will enable us to implement creative strategies to solve customer problems and win new business.*

- Ideas to overcome or having overcome an obstacle that kept us from gaining business
- Dramatically improving UAH profitability
- Streamlining and/or improving services, products or processes to improve sales.

# Behaviors: “Core Values Award”

*AIM: To recognize individuals who live our mission of creating value for our partners in animal agriculture. The Core Value Award celebrates colleague(s) who are true role models in exemplifying all three Core Values.*

**What We Believe:** We believe in creatively serving people in agriculture in ways that earn their trust and develop lasting relationships. We believe that enduring service to others requires us to anticipate the future and lead change.

**What We Do:** Develop and market animal nutrition and health solutions that drive profit for our clients.

**How We Behave:** We serve with humble character. We value initiative & responsibility. We honor beyond commitment.