

Mission Statement:

Princeton Marketing Group strives to obtain client objectives by employing creative achievers.

This in turn helps us to drive an innovative, fun environment.

In keeping with a high integrity, value and service standard for every project, we will also strive to be on the forefront of technological advancements and improvements.

To achieve clients' goals by providing interactive marketing solutions using multimedia creations.

Princeton Marketing Group's goal is to assist our customers at large to grow and prosper.

Values and Vision Statement

- God being at the forefront of PMG where He commands the Glory and leads the path for our success.
- Applying cutting-edge technology for tools, out-of-the-box creativity for ideas and high-end production service to each client.
- Creating a culture of fun and excitement while building confidence and allowing creative thought to mature within the staff.
- Conduct business with honesty and integrity with the client's goals and objectives above PMG's own profits and ambitions.
- Offer quality services at a fair price with the value of the end result far greater than the expense for the product/service.
- Participate in community events, public relations to obtain information and knowledge as well as networking.
- Participate in giving back to the community: pro-bono work, company participation day, and financial contributions.



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- Continue learning and expanding our knowledge of the industry through self-development and self study as well as classes and attending industry seminars.
- Reward the team staff for contributions and efforts; help them develop their skills to mature in a learning environment that stimulates encouragement, creativity and motivation.
- Keeping the ego out of creative and production by putting time and research into understanding the needs and objectives of clients.
- Compensate our media reps in a timely manner and our vendors and partners fairly and equitably.
- Making the business as efficient and productive as possible while providing quality service and marketing planning that stands out in our client's industry.
- Treat our staff, vendors and media representatives with respect and courtesy.
- Making as much money as possible to live comfortably while enabling us to achieve our personal goals which include: tithing, mission work, ministry work, vacations, family commitments, living expenses, savings, and home improvements.
- Develop loyalty with employees, vendors and clients where they feel part of a team and share in the overall success of achieving the goals at hand.
- Nurture strong inter-office communication with open door policies, weekly production meetings and weekly company meetings.

Princeton Marketing Culture Points

P – I **always** have a **positive attitude** in all daily activities. When faced with a problem, I seek problem-solving solutions. “Can’t” is not an option.

R – I **respect the people** I work with including superiors, subordinates, suppliers and vendors. I will display respect when speaking to my team and business partners. I am mindful of waste and being resourceful with office materials. I respect the client's investment and will not waste time or resources. I **respect their confidence** and will not share client information with anyone outside the company. I respect the business owners and will show up on time to work, not take personal calls unless it is an emergency, will not interrupt business meetings and will not steal time by doing personal work during my time at PMG. I will also not waste time on the computer searching on-line or on social networks unless it pertains to the work and project I am doing. I ask for help from the team and from the principals because I have faith and respect their experience.



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I – I will always conduct myself with **integrity and ethical conduct** when dealing with employees, vendors, suppliers, clients and peers. Princeton Marketing Group sets a higher standard in the industry for client confidentiality and higher business conduct and I will adhere to these values and business practices. I agree with PMG’s position on not working with companies having poor collections, poor reputations or poor attitudes. I do agree not to do business with companies that sell hard liquor, sex or tobacco products.

N – My **needs** are for a **well-balanced life**. My spiritual, professional, social and physical aspects of life are just as important as my financial goals and career ambitions.

C – I **communicate well** with all team members. I communicate directly with the principals should I have any issues with the company or project verses engaging in gossip or sarcasm with the team. I always apologize for any upsets first, then seek a solution. I never openly discuss concerns with the team, but with that person in private. I communicate with respect and will never put down someone’s ideas or suggestions. I have the ability to promote new ideas. I greet people using their name when I meet them and possess excellent phone skills. I communicate well in my writing, emails and other correspondence to refrain from poor language or outbursts.

E – I possess **endurance and perseverance** to sustain long projects. I am willing to get the job done no matter what. I will work late, if the need arises, to get that project completed for my clients.

T – **I trust** the principals and my team to educate me and direct me in offering and performing the best campaign opportunities for clients. I trust the systems in place and always look to the systems for a solution.

O – I am aware that my **outcomes** are the by-product of my commitment level. PMG and all its staff members commit 120% to the company, its clients and its projects. I am committed to PMG’s **Mission, Value Statements, Culture and Success**, its current and **future team and clients**. I am loyal to the cause, the owners and team. I always recommend the services of PMG before all other companies.

N – I can **negotiate** well with others and have the ability to influence and sell people on my ideas and concepts. I am **open-minded and listen to the ideas and suggestions of others**. I will take ideas from others and incorporate them into the desired output. I do not take offense to customer suggestions. I will also negotiate without fear but remain professional. I will also take client suggestions to improve the project.

M – My **manner is self controlled and steady** even amongst the most stressful of days. I handle deadlines and multiple tasks throughout my day. I stay calm even when the project goes wrong or when a client gets confrontational. Though I plan out my daily schedule, I am flexible as project deadlines change, new projects arise or unforeseen production challenges require a change in production and my schedule.



A- I have the **ability** to practice good time management. I complete my work and my most important tasks first even if it is not the easiest of tasks, to stay on point with my projects. I understand my need for quality time in recharging is important to staying balanced and productive.

R- I take **Responsibility and Ownership** for all of my actions and outcomes and own everything that takes place in my work and my life. I am accountable and responsible for my results and my progress. I understand that if I want change, I must first look within. I must then learn to understand my teammates and clients and how they are motivated, communicated to and engaged, in order to achieve my desired outcome.

K- I have the **knowledge and the confidence** to do my job and do it well. I will continue to seek knowledge through education for becoming better at my job. I desire to be the best I can and will seek continued knowledge through the principals, vendors, seminars, classes, suppliers and continued industry education.

E- I desire to continue my **education**, to learn from my mistakes and to constantly improve. I strive for excellence and seek information in this process. I have a desire to learn, which makes PMG, my job and my team more effective and efficient.

T- I am a **team player and team leader**. I do whatever it takes to stay together and to push or pull my team across the finish line. I am committed to the company goals and actively seek to over-achieve them. I am flexible in my work and can change directions when project priorities change. I am good at multitasking and understanding deadlines and how to prioritize. I share information with my team and contribute whenever possible.

I- I am **interested in consistency** and I am disciplined in my work so my results, growth and success are consistent. I am interested in the clients and what my team can offer in helping them. I value the client relationship and understand their importance to the success of the business.

N- I have a **need to wrap up projects** by making sure all notes have been updated on the project, clients called to ensure they are happy, conduct a post analysis on the project and go through any improvements with the team because I know I can learn a lot and improve for future projects.

G- I am a person that **shows gratitude** and appreciation. I am gracious and say thank you in many ways to celebrate client successes with my team.

