

# SPIRIT OF SUTTONS

***Suttons***



SUTTONS



Holden

PARTS AND ACCESSORIES





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QUICK RECEPTION SERVICE

SERVICE RECEPTION

LUBRICATION



# SPIRIT OF SUTTONS

**Spirit of Suttons** is about living a cultural legacy, bringing a sense of hospitality in what we do.

It's the unfailing ability to anticipate the needs of our customers with genuine attention to detail and turning simple exchanges into authentic experiences.

It's the art of blending skills, of combining practices and traditions of the past with modern approaches.

It's about being disciplined and seeking the best in everything we do which inspires us all to strive and perform at an even higher level.

This is the **Spirit of Suttons**, the essence of who we are and what it means to work here.





## OUR COMMON PURPOSE

Suttons has been driven by a pioneering spirit of service and our culture has been shaped by our constant concern for people and our commitment to excellence.

Today, as we project forward into the future and look for ways to continuously improve and grow, we have developed a common purpose that will drive everything we do.

Our common purpose will act as a promise to our customers and a mission for our people.

It is everyone in the organisation intentionally taking some action or series of actions which are integrated and consistently aligned to the common goal.



## OUR VISION

To be recognised as the motor industry's leading and most trusted family dealer, enhancing the lives of our customers, our people and the communities we serve.

- Our vision is a shared, energising and vibrant description of our preferred future.
- Our vision is what we aspire to become and how we want to be regarded by others.
- Our vision will engage, inspire and focus our people towards its achievement and become a catalyst for all action.



## OUR MISSION

We build lasting relationships by delivering exceptional brand and service experiences.

- Our mission is a succinct explanation of what we want the customer's experience to be at an emotional level.
- Our mission is a benefit to be bestowed on our customers, the community and all stakeholders we come into contact with.
- Our mission is a mantra to motivate our team, is clearly understood and translates into action.

# OUR VALUES

Our values are how we work together, what we stand for and what makes us unique. They can be captured in one word: P.R.I.D.E.

- Our values underpin the way in which we will conduct our business, interact with our customers and operate as individuals.
- Our values provide the invisible infrastructure that will guide the everyday actions and behaviours of our people.

**P**  
Professional

**R**  
Responsive

**I**  
Innovative

**D**  
Dependable

**E**  
Exceptional

# Suttons



## **PROFESSIONAL**

Involves demonstrating the values and principles that show great character

### **Be Polite**

Greet and refer to people by their name

### **Be Courteous**

Make eye contact and smile always

### **Be Friendly**

Communicate in a positive manner



## **RESPONSIVE**

Involves being prompt and proactive in making things happen

### **Be Helpful**

Actively listen and give your full attention

### **Be Supportive**

Offer timely support and assistance

### **Be Responsible**

Take responsibility for own objectives



## INNOVATIVE

Involves continuously looking for new or better ways to improve things

### **Be Creative**

Expand your mind and think differently

### **Be Resourceful**

Find ways to overcome challenges

### **Be Open Minded**

Learn new skills that will enhance capabilities



## DEPENDABLE

Involves being reliable and trustworthy where others can count on you

### Be Honest

Be straightforward and say how it is

### Be Consistent

Do what you say and say what you do

### Be Accountable

Follow through on your promises



## **EXCEPTIONAL**

Involves consistently providing and maintaining the highest of standards

### **Be Knowledgeable**

Seek out new knowledge and information

### **Be Proficient**

Master the tools and techniques of your job

### **Be Outstanding**

Achieve or deliver above and beyond

# OUR SERVICE MODEL

Our values represented by P.R.I.D.E are what makes us unique and are essential to building a culture of enduring excellence. The following table highlights how we will consistently apply and integrate our values (P.R.I.D.E) across our service delivery systems.

It is everyone in the organisation intentionally taking some action or series of actions which are integrated and consistently aligned to the common goal.

VALUES	PEOPLE	PLACE	PROCESSES
<b>PROFESSIONAL</b>	<ul style="list-style-type: none"> <li>• Polite</li> <li>• Courteous</li> <li>• Friendly</li> </ul>	<ul style="list-style-type: none"> <li>• Inviting</li> <li>• Welcoming</li> <li>• Pleasant</li> </ul>	<ul style="list-style-type: none"> <li>• Practical</li> <li>• Sensible</li> <li>• Mindful</li> </ul>
<b>RESPONSIVE</b>	<ul style="list-style-type: none"> <li>• Prompt</li> <li>• Helpful</li> <li>• Supportive</li> </ul>	<ul style="list-style-type: none"> <li>• Active</li> <li>• Engaging</li> <li>• Receptive</li> </ul>	<ul style="list-style-type: none"> <li>• Quick</li> <li>• Timely</li> <li>• Versatile</li> </ul>
<b>INNOVATIVE</b>	<ul style="list-style-type: none"> <li>• Creative</li> <li>• Resourceful</li> <li>• Open Minded</li> </ul>	<ul style="list-style-type: none"> <li>• Modern</li> <li>• Stimulating</li> <li>• Bright</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced</li> <li>• Leading-edge</li> <li>• High-tech</li> </ul>
<b>DEPENDABLE</b>	<ul style="list-style-type: none"> <li>• Honest</li> <li>• Reliable</li> <li>• Trustworthy</li> </ul>	<ul style="list-style-type: none"> <li>• Safe</li> <li>• Efficient</li> <li>• Convenient</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent</li> <li>• Accurate</li> <li>• Validated</li> </ul>
<b>EXCEPTIONAL</b>	<ul style="list-style-type: none"> <li>• Proficient</li> <li>• Knowledgeable</li> <li>• Well Presented</li> </ul>	<ul style="list-style-type: none"> <li>• Impeccable</li> <li>• Distinctive</li> <li>• Pristine</li> </ul>	<ul style="list-style-type: none"> <li>• Seamless</li> <li>• Best Practice</li> <li>• High Quality</li> </ul>



***Suttons***  
FAMILY OWNED SINCE 1943



**LAURIE SUTTON**



**CRAIG SUTTON**



**RYAN SUTTON**



