

Code of Conduct

As a member of the Institute of Sales Professionals (ISP), you are expected to behave in a professional, honest, and ethical manner. This code of conduct sets out your responsibilities to your customers, your employer, and your profession.

Four principles

By committing to this code of conduct you are agreeing to:

- 1. Behave with integrity**
Be straightforward and honest in all professional and business relationships, avoiding conflicts of interest and information that you believe is false or misleading.
- 2. Sell suitable solutions**
Make sure you are selling solutions that are in the best interests of your customer and your employer.
- 3. Promote good sales practice**
Commit to the continuous development of your professional knowledge and skills and promote the eradication of unethical business practices.
- 4. Act lawfully**
Make sure you comply with laws and regulations and act in the public interest, avoiding any action that could negatively affect the reputation of the sales profession.

The principles in detail

As a professional salesperson, I will:

1 Maintain the highest standard of integrity in all business relationships

- reject any business practice which might reasonably be deemed improper
- be honest and accountable in my duties, and with my products, my customers, my employer and my industry
- never use my authority or position for my own improper financial gain
- tell the responsible person(s) in my employer about conflicts of interest that might affect, or be seen by others to affect, my impartiality in decision making
- ensure the information I give in the course of my work is accurate and not misleading, either by what I mention, or what I leave out
- never breach the confidentiality of information I receive in a professional capacity
- be truthful about my skills, experience and qualifications

- never engage in conduct, either professional or personal, which would bring the profession or the Institute of Sales Professionals into disrepute.

2 Do the right thing for my customers and my employer

- strive to provide an excellent and honest experience for my customers and my employer with accurate information, and be responsible for the claims made about the product or service supplied
- use plain language to provide clear and concise descriptions of the product, solution or service being offered
- take responsibility for the appropriateness of products and solutions being offered to the best of my knowledge
- ensure fairness and transparency of pricing terms and conditions in commercial relationships
- ensure my employer is not put at risk or subject to criticism because of my customer interactions.

3 Promote good sales practice

- continue to develop my professional knowledge and skills, and my ability to exercise judgment to do the right thing and get the right results
- foster the highest standards of professional competence
- use resources responsibly for the benefit of my employer
- not provide inducements or gifts that would cause customers or employees of my employer to be in breach of my employer's code of ethics or business principles
- responsibly manage any business relationships where unethical practices may come to light, disclosing bad practices and taking appropriate action to report and remedy them.

4 Always act within the law

- Keep to the laws of the countries where I practise, and in countries where there is no relevant law in place, I will apply the standards and principles in this code
- apply my best efforts to ensure agreed contractual obligations are fulfilled
- continue to develop my knowledge of forced labour (modern slavery), fraud, bribery and corruption issues, and guard against them
- continue to develop my knowledge of human rights and promote them.

Note: A code of conduct can never cover every eventuality. If in doubt, follow the spirit of this code, and contact member services if you need specific guidance.