

# Sales & Marketing

## 1 Introduction

This code of practice (hereafter referred to as 'the Code') governs activity related to the selling and the marketing of the NOW Calls telephony service. The Code is designed to ensure that all individuals to which such selling or marketing is directed receive protection over and above that provided by the law, and to reinforce best practice and responsible selling by our representatives. The Code provides a clear framework to which all NOW Calls sales agents must adhere. NOW Calls Sales agents are referred to throughout the Code as 'Agents'.

Compliance, or non-compliance, with the Code does not affect compliance with any legal requirement or the validity of any contract between NOW Calls and its customers, unless otherwise provided by law.

## 2 Sales, marketing advertising and promotion

2.1 At all times Agents should act responsibly and in compliance with the Code and all other applicable laws and regulations.

2.2 Prior to contacting customers, details should be checked for registration on relevant preference services, including the Mailing Preference Service, the Telephone Preference Service, the Fax Preference Service and the E Mail Preference Service.

2.3 All NOW Calls advertising and promotion should comply with the British Codes of Advertising and Sales Promotion. In particular it should be clear, unambiguous, accurate, fair, containing no false or misleading information about price, value or service and should not denigrate other telephony providers.

## 3 Recruitment and sales training

3.1 Agents involved in direct contact with customers for the purposes of selling or marketing the product will be recruited and trained in accordance with Ofcom guidelines and current employment legislation  
Recruitment:

In recruiting sales staff we have regard to:

- behaviour and appearance;
- security; and
- evidence of mis-selling or lack of integrity in any previous selling employment

In addition we require:

- Agents to provide proof of their NI number, proof of address and two references;
- A retention of a copy of the Agents sales records for a minimum of 6 months after they have left the company and the return of any identification badges.

Training:

Once Agents are recruited we endeavour to ensure that every such Agent is trained so as to have sufficient understanding that any relevant advice given by such Agent is not misleading. Topics covered in training include:

- how competition in telecommunications works in the UK;
- what telephone services NOW Calls provides and how these differ from other competitive telecoms products;
- the process of ordering the telephone service;
- the relevant principles of consumer protection law;
- NOW Calls' prices and other terms and conditions of service and, in particular, methods of payment, duration of contract and any termination fees;
- the nature, and cost, of any additional services on offer;
- the process for cancelling the contract both during the cooling-off period and at any time following commencement of the service; and



[help.nowtv.com/codesofpractice](http://help.nowtv.com/codesofpractice)

8.2 This Code is also available at the head office of the Citizens Advice Bureau, Myddleton House, 115-123 Pentonville Road, London N1 9LZ.