

ETHICAL MARKETING



“Ethical Marketing is the basis for the stable, long-term growth of your business. You have to always act according to QuestNet’s Code of Conduct to secure a prosperous future for your business and the businesses of all IRs worldwide.”



Gerry Nehra,
Legal Counsellor of the
QuestNet Advisory Board

Treat your prospects and business partners fairly

...It is important to treat your prospects fairly at all times – since what goes around comes around...



1. Prohibited Practices

Independent Representatives shall not use false, misleading, deceptive or unfair sales practices. Independent Representatives shall take all necessary and reasonable steps to ensure that they and their downlines do not knowingly make, or cause or permit others to make, any false or misleading representation relating to the business, company or the offered products. No omissions of material particulars relating to the business, company or offered products shall be made or engaged in, knowingly or otherwise.



Speak the truth about the products

...It is important to present your products the way they are, not more and not less – since you will have trouble dealing with the questions that arise from overstatements...

2. Explanation and Demonstration

Product presentations and demonstrations shall be accurate and complete, in particular with regard to product description and benefits. Independent Representatives shall not provide any misleading product claims and benefits in any of their promotional materials in any form whatsoever. All promotional and advertising materials must be strictly compliant with the company's policy and its official approved materials.

3. Verbal Promises

Independent Representatives shall not make verbal or other representations concerning the product, except in compliance with No.2 above.

Be available for your customers and partners

...Our business is a people business and it is a communication business. Be available and open to the questions of your customers and partners and answer them correctly and honestly – since if you do so they will take you as an example and automatically grow your business in a fruitful manner...

4. Answers to Questions

Independent Representatives shall give accurate and reasonable answers to all questions from customers and prospects concerning the products and their benefits.



Conduct proper marketing

...You are proud of our business and its products. You believe in their value and quality. Present the QuestNet products professionally...



5. Literature

Promotional literature and advertisements shall not contain any product description, claims or illustrations that are deceptive or misleading. All promotional literature and advertisements shall contain name, address, Independent Representative's title, phone number, and Representative Identification Number.

Speak from your heart

...Honesty reaches out to others more effectively. Stay with the correct facts when you use testimonials about the business and the products. Make sure that every statement is reflecting reality – in doing so your business will flourish...

6. Testimonials

Independent Representatives shall not refer to any testimonial or endorsement that is not authorised, not true, or otherwise no longer applicable, or used in any way likely to mislead the customer.



No place for soldiers of fortune

...Some business people are lucky but this is not the case for the majority. But too often, people start off in our business with the expectation that they don't need to do anything to gain wealth. Inform them about our disclaimers. Working with down-to-earth people will bring you the best results in the long-term...



7. Disclaimer and Limitation

Independent Representatives are advised to read and take note of the Disclaimer and Limitation at our website which is applicable.

Stick to the rules

...Every business follows certain rules. Rules are important to give you the freedom to build your business on solid ground. Inform your partners about the regulations of the business and you will see that a strong foundation will give your organisation wings to fly...



8. Policies & Procedures

Independent Representatives shall act and comply at all times with the company's Policies & Procedures (P&P), which apply to them.

Your business partners need clear guidelines

...The easiest way of leadership is being a good example for others. If you talk down on other companies or their products, you talk down on yourself. Let the others do their business and speak positive about other companies...



9. Comparison and Denigration

Independent Representatives shall refrain from using comparisons that are likely to mislead and which are incompatible with principles of fair competition. Points of comparison shall not be unfairly selected and shall be based on facts that can be substantiated. Independent Representatives shall not unfairly denigrate any firm or product directly or by implication. Independent Representatives shall not take unfair advantage of the goodwill attached to the trade name and symbol of another firm or product.



Maintain a professional and respectful attitude at all times

...Business is business; private is private. Don't let your enthusiasm for the business corrupt your good manners. When you respect others they will do the same and be loyal partners...

10. Respect of Privacy

Personal or telephone contact shall be made in a reasonable manner and during reasonable hours to avoid intrusion. Independent Representatives shall discontinue a demonstration or sales presentation upon the request of the consumer.

You have responsibility

...Approaching a prospect or working with a new partner requires your full potential and responsibility. Take care of your partners and prospects and treat them equally and fairly. The more empathy you have, the better you can utilise the qualities of your business partners. This will make your partners grow – and you will grow as well...

11. Fairness

Independent Representatives shall not abuse the trust of individual consumers, shall respect the lack of commercial experience of consumers, and shall not exploit a consumer's age, illness, lack of understanding, or lack of language knowledge.



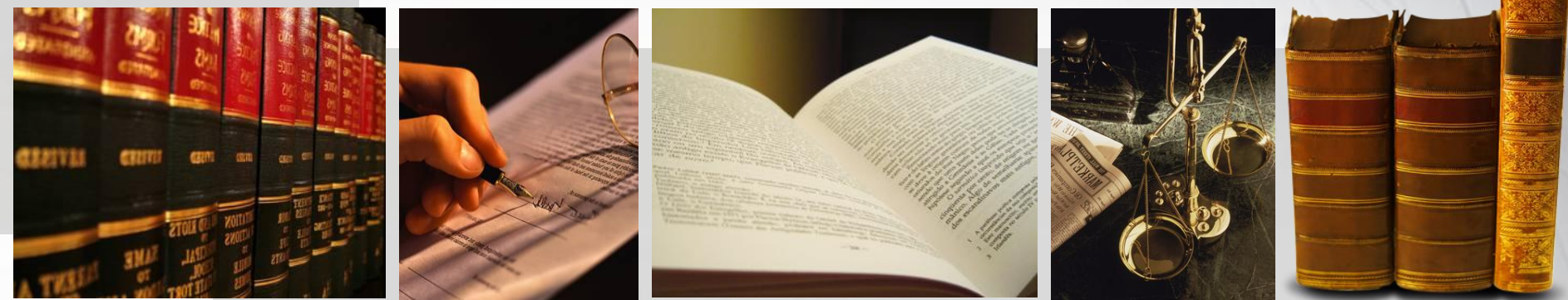
Income and Earning



QuestNet's business is **not** a 'get rich quick scheme'.

There is no guarantee, promise, representation or warranty that you will make a certain level of income. You accept the fact that earnings and income statements differ by individual, as the nature of this business and the level of earning are both strongly connected to a person's personal efforts, diligence, dedication, motivation and personal skills. Once your prospects understand this, you avoid disappointment and at the same time, you create a solid working culture within your organisation.

Enforcement of Code of Conduct



QuestNet's Code of Conduct and ethical marketing guidelines ensure fair business practices by regulating the relations and dealings between Independent Representatives, as well as between Independent Representatives and their prospects and/or customers. These ethical guidelines must at all times be observed, adhered to, and strictly followed. Any violation will result in due inquiry and/or disciplinary proceedings being taken against the individual(s) concerned, which can result in show cause action, suspension and/or termination of the status as an Independent Representative. Independent Representatives must familiarise themselves with the actual terms of ethical marketing and the Code of Conduct on the QuestNet website at www.quest.net, and are formally directed to do so. Independent Representatives are encouraged to report any violation of the Code of Conduct to their upline.



ETHICAL MARKETING

“When we talk to new prospects, it is important to speak honestly about our business and the products. In doing so, we make sure that we have satisfied business partners and customers and at the same time we avoid unnecessary negativity. QuestNet is our home – let’s take care of it.”

**Donna Imson,
Group Director for Network Affairs, QI Ltd**

QUESTNET

Redefining Your Future

If you have any questions regarding
ethical marketing, please contact

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