

Promoting the Code



**A mark of
excellence in
customer service.**



**Encourage your staff to provide
outstanding service, handle every
request with courtesy and
professionalism**



You should adopt a process that meets your customers' needs by:

- **Explaining how the Code benefits them**
- **Ensuring they can make an informed decision without pressure**
- **Offering clear guidance throughout their purchasing process**
- **Knowing your responsibilities as a seller and providing the right support**
- **Identifying the best contact person for any concerns**
- **Understanding their preferred contact method**
- **Responding quickly and efficiently.**

