

# MANA Code of Ethics



## **The Sales Agency's Responsibilities to the Manufacturer/Principal:**

- To comply with the Principal's terms and conditions of sale.
- To conscientiously cover the assigned territory, accounts or industry segment.
- To avoid any form of misrepresentation.
- To establish relationships only with those Principals which will be well represented by the Sales Agency.
- To refrain from representing competing lines without written agreement of the Principal.
- To constantly strive to add value to the relationship between the Principal and the Customers.

## **The Sales Agency's Responsibilities to the Customer:**

- To promote only those products or services which are in the Customer's best interest.
- To constantly strive to improve the relationship between the Principal and the Customer.
- To clearly and fairly communicate the needs of all parties in the business relationship.
- To process Customer problems and questions promptly and accurately.

## **The Responsibilities of one Sales Agency to Another:**

- To share ideas beneficial to the rep profession.
- To respect existing Principal relationships of other Sales Agencies.
- To refrain from using unfair methods to solicit the Customers of another Sales Agency.
- To cooperate to enhance the professional relationship of the Sales Agency and its Principals by supporting MANA, which was established for that purpose; subscribing to its aims and objectives, and in every practical way working to advance the marketing interests of all Sales Agencies and their Principals.