

ETHICAL MARKETING



"Ethical Marketing is an honest and factual representation of our services and the business model, delivered in a framework of cultural and social values for the consumer."

And we at TVI Express believe "It's the base for the stable long-term growth of a business." Hence, each TVI Member has to follow TVI's Code of Conduct to secure a prosperous future for you & your business associates.

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 Distributors shall not use false, misleading, deceptive or unfair sales practices. Independent Distributors 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 your company



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

2. Explanation and Demonstration

Opportunity presentations and demonstrations shall be accurate and complete, in particular with regard to product description and benefits. Independent Distributors shall not provide any misleading monetary 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 Distributors shall not make verbal or other representations concerning the product and compensation plan, except in compliance with No.2 above.

Be available for your customers and partners

Our business is a peoples' business based on communication. 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 not give any misleading answers to questions from customers and prospects.



Conduct proper marketing

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



5. Literature

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

Speak 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 Distributors 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 that is not the case for the majority. Nobody should start off in our business with an expectation that they don't need to do anything to gain wealth.



7. Disclaimer and Limitation

Everybody should be informed about our Disclaimer & Limitations. Working with down-to-earth people will bring you the best results in the long-term.

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

Render Clear Guidelines to Your Business partners

...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 others do their business and speak positive about other companies...



9. Comparison and Denigration

Independent Distributors 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 Distributors shall not unfairly denigrate any firm or product directly or by implication. Independent Distributors 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

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 Distributors shall discontinue a demonstration or sales presentation upon the request of the consumer.

Shoulder your 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 – along with your growth...

11. Fairness

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



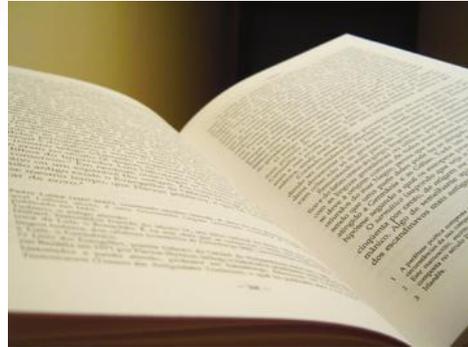
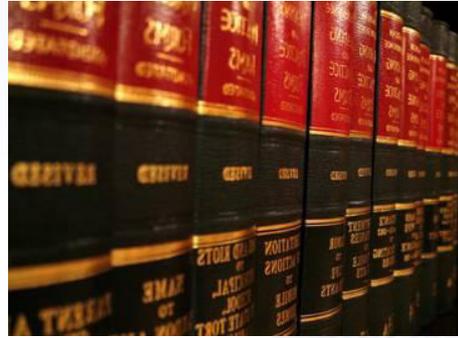
Income and Earning



TVI'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



TVI's Code of Conduct and ethical marketing guidelines ensure fair business practices by regulating the relations and dealings between Independent Distributors, as well as between Independent Distributors 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 Distributor. Independent Distributors must familiarise themselves with the actual terms of ethical marketing and the Code of Conduct on the TVI's website at www.tviexpress.com , and are formally directed to do so. Independent Distributors are encouraged to report any violation of the Code of Conduct to their upline.



TVI Express
Touching Lives Globally

If you have any questions regarding
ethical marketing, please contact
support@tviexpress.com

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