



EUROPEAN ECONOMIC CHAMBER OF TRADE, COMMERCE AND INDUSTRY

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EEIG EU QUALITY SEALS

EuR-DS - Eu Quality Seal for Home and Direct Sales

Revision April 2012

Aims of the Seal/Standard

- 1) To encourage all Enterprises and Businesses involved in Home and Direct Sales to achieve agreed EU Quality standards in:
 - a) how they are run
 - b) how they manage their businesses; and
 - c) the experiences of users
- 2) To encourage confidence in Enterprises and Businesses in their products and services and satisfaction for their clientele.
- 3) To reinforce a shared ethical and professional basis for all Enterprises and Businesses.
- 4) To ensure that all national legal requirements with regard to establishing and carrying on business and offering products and services to the public have been considered and respected. These requirements concern particularly laws, decrees and edicts for health and environmental issues, marketing, competition and viability and conform to the national laws and rules in their establishments.
- 5) To ensure the conformity of Enterprises and Businesses with relevant:
 - a) European standards as mentioned in 4 above;
 - b) legal prescriptions and stipulations as to their operations;
 - c) general European standards and relevant EU guidelines as far as existing, e.g. the EEC-directive on minimum requirements for consumer protection, ecology etc.



Establishments that may apply for the EEIG EuR-DS - Eu Quality Seal for Home and Direct Sale

All businesses in all sectors of trade, commerce, industry and the professions involved in home and/or direct sales are eligible...

Benefits of taking part in the EEIG EU Standards Certification Scheme

Performance - A quality standard that serves as an authoritative benchmark for assessing performance, rewarding achievement and driving improvement.

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- Profile - It raises awareness and understanding of business, so building confidence and credibility both within the establishment and among the public.
- People - It helps Enterprises and Businesses to improve their focus on meeting users' needs and interests and developing their workforce.
- Partnerships - It helps Enterprises and Businesses to examine their services and facilities and to encourage joint working within and between organisations.
- Planning - It helps with forward planning by formalising procedures and policies.
- Patronage - It demonstrates that the Enterprises and Businesses have met an EU standard, which strengthens applications for public and private funding and gives investors confidence in the organisation.

Eligibility

To be certified, Enterprises and Businesses must:

- meet the EEIG's 2012 definition of Enterprises and Businesses.
- be registered at National level
- have a formal constitution
- provide two years of relevant accounts
- meet all relevant legal, ethical, safety, equality, environmental and planning requirements
- be committed to forward planning to improve the service for users
- Meet the following specific additional requirements:
 - **Protection of human health** - Additional to the aforementioned legal stipulations concerning the hygiene and cleanliness, also the national requirements with regard to the quality of air (smoking/emissions) and noise levels have to be considered and respected.
 - **Precautions for disabled and handicapped people** - All buildings, installations and equipments have to take care of disabled and handicap persons according to currently valid national and international stipulations and standards.
 - **Fire protection** - The currently valid national technical stipulations of the fire brigades have to be considered and respected as a means of preventive protection against fire.
 - **Energy economy** - Energy saving means and measures have to be taken into account in all areas of the wellness centre. They have to meet the most recent state-of-the-art techniques and latest developments in research (e.g. solar cells, heat pumps, insulation, and thermal energy).
 - **Environment protection** - Ecology and measures of sustainability and environment protection have to be taken into account. The whole enterprise has to work according to healthy, non-polluting, nature friendly and environmentally beneficial methods.

Categorizing Enterprises and Businesses

EuR-DS - Eu Quality Seal for Home and Direct Sales is granted in one category only.

PROCEDURE OF CLASSIFICATION for Enterprises of General Kind

1. **The EEIG Department for Audits and Certifications for the EuSS Standard Classification of Enterprises** - All applications for a classification shall be directed to our Headquarters in Brussels. The *EEIG Department for Audits and Certifications* allocates the appropriate validator of the European Economic Chamber of Trade, Commerce and Industry to be engaged with the classification procedure of the applicant organisation. The validator will then proceed with the review, assessment and evaluation of the application and checklist. The final classification will be effected by the *EEIG Department for Audits and Certifications* according to the evaluation and recommendation of the National Commission and validator.
2. **Classification – Application and Procedure** - The owner or manager of the wellness enterprise and establishment applies for a classification by the European Economic Chamber of Trade, Commerce and Industry in writing and asks the *EEIG Department for Audits and Certifications* or National Commission for a checklist and a visit of an expert of this commission. After reviewing and assessment of the wellness and fitness establishment by a personal visit of the validator, the checklist will be evaluated. The commission carries out the evaluation within sixty days from the receipt of the application including the assessment of management procedures, the suitability of the premises, facilities, resources and treatments. The National Commission informs the owner or manager of the result of the classification procedure in writing. The relevant Certificate will be issued by the *EEIG Department for Audits and Certifications* for Classification in Brussels.
3. **Dealing with Objections** - The contact person of the wellness enterprise and establishment can file an objection against the classification or against not being classified within sixty days. The contact person may object within four weeks after receipt of the decision of the *EEIG Department for Audits and Certifications* for Classification or non-receipt of one after the expiration of 60 days from the lodgement of the application. This objection has to be directed to the National Commission and has to be done in writing (by registered mail) explaining the reasons for the objection. The *EEIG Department for Audits and Certifications* will consider the reasons of objection and engage the National Commission to re-Standard the present classification. The final decision will be made within four weeks. Court of jurisdiction is Brussels.

Assessment of the Enterprise and its Services

Certification Process

The **EuR-DS - Eu Quality Seal for Home and Direct Sales** is based on the European Code of Conduct for Direct Marketing – Basically, the European Code of Conduct for Direct Sales includes the existing statutory provisions beyond principles according to which the direct sales company behave on the market. These guidelines are intended to promote ethical direct marketing. They control the behaviour of the direct-sales companies to the consumer, compared to its own field staff and to deal with competitors.

1. The direct selling company shall, in particular through its sales representatives and consultants that they behave in dealing with the consumer as to the potential customers properly and correctly.
2. The direct selling company is responsible for specific responsibilities to their field staff and consultants as the service providers in direct sales, which arise from the specifics of their activities. These responsibilities relate to employee recruitment, their internal training and education, as well as the creation and termination of the contract.

3. The direct selling company shall undertake to act in dealing with each other according to the principles of strict integrity and fair competition on the merits.
4. Compliance with the European Code of Conduct for Direct Sales is monitored by an independent supervisory authority Department for Audits and Certifications, which also acts as an adjudicator.
5. The direct selling companies that want to act in accordance with the European Code of Conduct can now be registered with the Department for Audits and Certifications of the European Economic Chamber EEIG. By registering, the direct selling companies undertake to comply with the European Code of Conduct for Direct Sales .
6. The European Code of Conduct for Direct Sales regulates the relations between:
 - a. Direct selling companies and sales representatives and advisors and consumers
 - b. Direct sales companies and sales representatives or consultants, each direct sales company with each other, and
 - c. The field staff and consultants of each other.
7. The European Code of Conduct for Direct Sales applies to all areas of direct sales of goods and services through sales representatives and consultants to consumers.
 - a. The objectives of the European Code of Conduct for Direct Sales are:
 - b. the satisfaction and protection of the consumer
 - c. the satisfaction and protection of the sales representative and consultant
 - d. the promotion of fair competition between power companies and direct sales
 - e. the care of the reputation of the direct selling industry.

Performance of Services with Distinction

EEIG EuR-DS STANDARD

Eu Quality Seal for Home and Direct Sales

Requirements for EuR-DS - Eu Quality Seal for Home and Direct Sales

A) COMPULSORY Statutory Requirements

- 1) Registration as a business
- 2) Registered Business Registration
- 3) Business Plan
- 4) Organization Chart
- 5) Ethical Brochure or advertising material
- 6) Local Chamber of Commerce Membership
- 7) VAT Registration
- 8) HACCP or ISO 9001 and/or ISO 22000 or FSSC 22000 food safety system, if appropriate
- 9) Health & Safety Registration
- 10) Social Security Registration
- 11) Accounts Available
- 12) At least 1 persons in the organisation must have been certified for First Aid by a National Authority

B) GENERAL Requirements

- 1) Brochure, website

C) STAFFING (Minimum)

- 1) As per Classification Requirements
- D) **Environmental factors:**
 - 1) Water Efficiency
 - 2) Waste Reduction & Recycling
 - 3) Sustainable Furnishings and Bldg Materials
 - 4) Energy
 - 5) Disposables
 - 6) Chemical & Pollution Reduction
- E) **CUSTOMER SERVICE**
 - 1) The whole impression of the premises is clean
 - 2) Reception staff are friendly
 - 3) The general ambiance is good
 - 4) Staff available with competency in English
 - 5) The requirements and wishes, respectively, of the guests are completely met
 - 6) The service is friendly
 - 7) The service is quick
 - 8) The service is efficient
 - 9) Clients are given a feedback form which is reviewed by management

All the above have been summarised in the EEIG EU Standards for the EuSS as follows, and in particular:

General Criteria for the Assessment

Assessing the enterprise, the following general criteria have to be considered:

1. Appearance of the enterprise, its location and infra-structural conditions, e.g. free parking and enough parking sites, access, space, accessibility, proximity to public transport means, pedestrian areas etc.
2. Status of buildings and construction, equipment, furniture and fittings of the offices, factory and workshops, laboratories, lounge for customers and lavatories, their operational capability and cleanliness.
3. The relevant lighting of all parts of the plant has to guarantee the safety. Staircases, balconies and terraces have to be secured by handrails and railings. There have to be ramps for wheelchair drivers. Where necessary there have to be signs with international symbols (pictograms).
4. The cleanliness of plant, workshops, rooms for staff and customers, adjoining rooms, toilets, corridors, and social rooms (staff canteen, lounge for smokers etc.) is very essential.
5. Appearance, clothing, manners and behaviour, friendliness and competence of the management and whole staff in contact with customers.
6. Organizational information and knowledge management for staff and adherence to operating schedules.
7. Classification of the clientele (origin, level, interests).
8. Customer satisfaction (satisfaction of special customer needs, policy on settlement of complaints).
9. All equipment and components used by staff should conform to workplace health and safety practices with special emphasis to children and persons with disabilities.

The Quality Outcomes

- 1) Appearance

- 2) Legal Requirements - All national and EU legal regulations with regard to operating the business MUST be strictly observed.
- a) *Hygiene / Food Law*
 - b) *Handicapped Accessible Plant and Production*
 - c) *Fire Protection*
 - d) *Energy Saving*
 - e) *Environment Protection*
- 3) Customer Service
- a) The company or its sales representatives and consultants shall refrain in business transactions with their customers, beginning with the initial contact with the consumer anything that might lead to mistakes or misunderstandings about the purpose of the contact.
 - b) The field staff and consultants will without hesitation at the request of the consumer
 - i) Submit the offer to waive,
 - ii) Submit the Offer or postpone to a later date
 - iii) begun the consultation break.
 - c) The company or its sales representatives and consultants will under no circumstances cause a consumer to accept the offer made only because,
 - i) Doing a personal favour to the provider
 - ii) to put an end to an unwanted meeting, or
 - iii) come to enjoy an advantage that is not the subject of the offer submitted, or
 - d) Disclosure of identity - The field staff and consultants will be in personal contact with consumers and in consultation will –
 - i) act truthfully at all times
 - ii) not act unsolicited
 - iii) not use imaginary names/identity
 - iv) identify themselves upon request in an appropriate manner
 - v) provide full details of the name and address of their company
 - vi) identify the purpose of attending a home show and the relationship with the host and the participants
 - e) Information requirements - The company or its sales representatives and consultants will inform the consumer in an appropriate and comprehensive manner on all issues, products, services and offerings to answer truthfully and completely to allow the consumer at his own pace and within a reasonable time to use the allowable current withdrawal from the purchase or return periods, the possibility to reconsider the purchase and/or other contractual decision. This information requirement covers information on:
 - i) use, allocation and quality of products and services,
 - ii) scope of the accommodation, including customer service,
 - iii) cash and prizes if partial payment (down payment / instalment amount and number) and any additional costs (interest burden),
 - iv) Payment,
 - v) the statutory right of rescission or revocation to any national consumer protection rules,
 - vi) on the legal rights beyond the framework of the European Code of Conduct for Direct Sales granted withdrawal rights,
 - vii) scope of guarantee or warranty and liability, and
 - viii) delivery.

- f) Cancellation and return policy - The company or its sales representatives and consultants will make sure whether this is required by law or not, that all order forms contain an express right of withdrawal, which allows consumers to withdraw its order within a minimum of 8 days and the return receipt of payments and in payment have been assuring product. The company or its sales representatives and consultants who assure the consumer an unconditional right of return will do so in writing.
- g) Warranty and customer service - In the order form, in a separate document, the customer will be given, or in the accompanying documents for product delivery, the conditions, the duration and extent of any warranty, the name and address of the guarantor institution, as well as covered by the warranty, the condition and extent of customer service (as well as the addresses of the receiving offices) in an understandable manner described.
- h) Comparative Advertising - All promotional materials including catalogues, brochures, advertisements, etc. contain the name and address of the company and - in case that the field staff and consultants and contractors should be - his name and address. The company or its sales representatives and consultants shall refrain in all promotional material of any kind of misleading consumers regarding the distribution channel, price, and the nature and characteristics of the products offered. Comparisons with competitors or competing products are generally omitted, except that the comparison is held true and factual and objectively serves the information held in special education of the consumer interest.
- i) Reference specification - The company or its sales representatives and consultants will take to consumers, only test results or references only when this:
- i) is authorized
 - ii) is applicable,
 - iii) is not up to date or outdated, and
 - iv) does not mislead the customer.
- j) Progressive canvassing - The company or its sales representatives and consultants will not cause a consumer to buy because the price the customer can be fully or partially recovered by recommendation of other customers, if such repayment is dependent on these uncertain, future events:
- i) other consumers to arrange for the completion of similar transactions,
 - ii) which in turn such advantages for an appropriate additional advertising
- k) Respect for privacy - The company or its sales representatives and consultants will take on commercial consideration and inexperienced people not use their old age, illness or limited ability to understand in order to induce them to sign a contract. In contacts with so-called underprivileged or foreign population groups they will accept the offered regardless of their financial capacity and their insight and verbal comprehension ability and refrain in particular, anything that could cause the Alleged hearing of such groups to orders that do not meet their conditions.
- l) Delivery - the company or its sales representatives and advisers ensure that the order of the consumer executed the contract and in particular the agreed delivery deadline is met.
- 4) Relationship of Company and Staff/Consultants
- a) Compliance with the European Code of Conduct for Direct Sales by field staff and consultants - The companies require their field staff and consultants to comply with the European Code of Conduct for Direct Sales .

- b) Information to be provided to field staff and consultants
 - i) The field staff and consultants will be recruited solely in accordance with generally accepted principles of fair competition.
 - ii) The field staff and the applicant for a position as sales representatives are truthful and complete information on their rights and duties to inform. This obligation to inform the company includes in particular those contractual and legal obligations implied by the status of an independent sales representative with them.
 - iii) The company will inform truthfully their field staff and the applicants for appointment as a sales representative and complete the revenue and income opportunities as well as the usual costs and expenses.
 - iv) All information on sales and income opportunities must be based on verifiable facts. The distribution plan of the company must be transparent and understandable. It must not be misleading.
- c) Contract - The company or its sales representatives and consultants combine their cooperation in a written contract. This includes bear with the essential rights and obligations of the parties.
 - i) The companies that rely in the conduct of their business on the European behavioural codex for the direct distribution to distance himself from all business practices, aimed at commercial exploitation of the privacy of the field staff and consultants or by means of a cult-like community personal want to create dependency, leading to a comprehensive collection of the personality of each sales representative and consultant.
- d) Verbal assurances to consumers - The field staff and consultants will only make oral representations to consumers, if they are from companies authorized to do so.
- e) Acquisition of financial obligations - The company will encourage its sales representatives and advisers not to unreasonably high financial performance for admission, training, promotion medium, franchising or for the mere right to participate in the distribution system. Financial performance of the sales representative and consultant must be kept within reasonable limits and be supported by adequate consideration of the company.
- f) Storage for sales representatives and consultants - The companies will present their field staff and consultants not cause, directly or through economic incentives to invest disproportionately large stocks. When the proportionality of a stock to consider:
 - i) the income opportunities
 - ii) the nature of the products and their market opportunities
 - iii) the company policy on redemption and repayments.
- g) Termination of Contract - in the event of termination, the company will take proper stock of merchandise back to reference prices. A maximum of 10 percent processing fee will be charged the subscription price.
- h) Compensation and Billing - The companies will also give its field staff and consultants on a regular billing periods, the information about the compensation (commissions, bonuses, discounts and the like), containing about deliveries, cancellations and other relevant data. All overdue payments shall be made without delay and without undue penalty.
- i) Education and Training - The company will provide field workers and consultants - in time and content - providing adequate education and training in order to enable, for the purposes of the European Behavioural Codex for the direct distribution on the market properly and

efficiently employed to be. The training can be supplemented by seminars, written or audio-visual materials, particularly

- i) Product Knowledge
- ii) business skills
- iii) correct behaviour
- iv) Market and competitive skills, etc.
- v) Training should be charged at cost and training and promotional materials to field staff and consultants should be free.

5) Conduct between companies

- a) Companies that claim compliance with the European Code of Conduct for Direct Sales will behave with each other fairly and avoid all actions that can be described as unfair competition.
- b) The company or its sales representatives and consultants are not up yet, or allegations spread tolerate expressions of their field staff and consultants that reduce the product or the distribution system of another company in an unfair manner.
- c) The company or its sales representatives and consultants will not respond sales representatives and consultants of another company and systematically solicit.

6) Viability

7) Alignment of business operations

- a) Each company has realigned its business to a sales and recruiting system, based on the sale of quality products and services aimed at a fair price to consumers who are outside the sales organization.
- b) The European Code of Conduct for Direct Sales is a measure of self-regulation of the direct selling industry. By registering with the *EEIG Department for Audits and Certifications* submits to the direct sales company to the Code of Ethics set forth herein in this industry. Upon termination of membership, the company is no longer on the European Code of Conduct for Direct Sales is bound. Its provisions remain applicable for the period in which the company was a member.

Further information

The EEIG EU Standards Certification Committee - The EEIG EU Standards Certification Scheme is overseen by the EEIG EU Standards Certification Committee, whose members are business professionals. The members bring a broad spread of knowledge and expertise relating to enterprises of all types throughout Europe. EEIG EU Standards Certification Panels, which are sub-groups of the committee, meet regularly to consider applications and returns. These decisions are reviewed at annual EEIG EU Standards Certification Committee meetings.

The assessing organisations - The organisations that assess EuSS for EEIG EU Standards Certification are Certified EEIG Quality Systems Assessors and Validators at the various EEIG National Offices. Certified EEIG Quality Systems Assessors and Validators can be registered after relevant training by EUROCOTT – IEM, the education & training commission of the EEIG. These assessors/validators assess each HOTELS Centre's application or return. The assessments are passed to the EEIG EU Standards Certification Secretariat at PO Box 40668, Larnaca 6306, Cyprus where they are processed, quality assured and scheduled to be presented to an EEIG EU Standards Certification Panel for final issue of Certification.

Keeping EEIG Certified status - Once an enterprise has been awarded EEIG Certified status, it must prove that it continues to meet the requirements of the scheme by sending an EEIG EU Standards Certification return to the assessing organisation every two to three years, as required.

Changes to the EEIG EU Standards Certification standard - Over time, the requirements for the EEIG EU Standards Certification standard may change to make sure they remain up to date with developments in the sector and in line with current practice. When changes are made, all EEIG Certified enterprises will be given reasonable notice of the changes before they are expected to meet the revised requirements.

Changes to EEIG Certified status - If an enterprise stops meeting the EEIG EU Standards Certification requirements, the EuSS standard status may be reduced to 'provisional' or it may lose its EEIG EU Standards Certification status altogether. This decision would be taken by an EEIG EU Standards Certification Panel after discussing the matter with the enterprise and the relevant assessing organisation.

If an enterprise fails to provide their EEIG EU Standards Certification returns within the timescale allowed it may lose its EEIG EU Standards Certification status.

An enterprise can ask to be removed from the EEIG EU Standards Certification scheme.

In particular to the seal it should be noted that:

- 1) Enforcement of the European Code of Conduct for Direct Sales
 - a) The responsibility for complying with the European Code of Conduct for Direct Sales is the company that has agreed to abide by.
 - b) When a violation of this Code of Conduct occurs, the companies will pursue all possibilities to provide satisfaction to the relevant consumer or complainant.
- 2) The EEIG Department for Audits and Certifications
 - a) Compliance with the European Code of Conduct for Direct Sales by the company, sales representatives and consultants will be monitored by the EEIG Department for Audits and Certifications. They will adjudicate on all complaints from consumers that have been controversial and based on a violation of this Code of Conduct.
 - b) The right of consumers or the sales representative and consultant to take their case to the courts is not affected.
 - c) Violations of the European Code of Conduct for Direct Sales - The EEIG Department for Audits and Certifications may request that the following measures be taken:
 - d) Cancellation of orders
 - e) Return of goods
 - f) reimbursement of payments
 - g) warning of field staff and consultants
 - h) termination of treaties with foreign representatives and consultants
 - i) warning of company
 - j) exclusion of companies from the group of companies who abide with this Code of Conduct the publication of such measures
- 3) Handling of complaints - Complaints received are confirmed immediately and processed for free. About it will be decided within a reasonable time.
- 4) Complaints from businesses - Complaints from businesses about another company in connection with the content of the European Code of Conduct for Direct Sales are handled by the EEIG Department for Audits and Certifications.
- 5) Publication - With the publication of the European Code of Conduct for Direct Sales in the official organ of the European Economic Chamber of Trade, Commerce and Industry EEIG, the "Business Bulletin" and it being uploaded on the Internet (<http://www.european-economic-chamber-eeig.eu>) the code comes into force.

- 6) Companies that rely on business in compliance with the Code of Conduct will be in the "Business Bulletin", the "EEIG - News Letter" and published on the website of the European Economic Chamber EEIG, thus contributing to fair competition and greater employee and consumer protection should be provided. The prerequisite is an entry in the register of the *EEIG Department for Audits and Certifications* and payment of the necessary registration fee. Annual renewal fees are obligatory to remain on the register.
- 7) Copies of the European Code of Conduct for Direct Sales are made available to interested parties free of charge.

APPENDIX 1 – Staff Competency Training

Core Skill Sets

1. **Communication** - HOTELS Centre Staffs show that they can communicate effectively when they:
 - Read, retain, and apply published ideas
 - Write clearly and accurately in a variety of contexts and formats
 - Speak clearly and coherently in both formal and informal settings
 - Demonstrate active listening skills and effective interpersonal communication
 - Employ the vocabulary of the subject being studied
 - Become proficient in a second language or in an alternative form of communication
2. **Information Competency** - HOTELS Centre Staffs show that they have information competency skills when they:
 - Recognize the need for information and/or identify and clarify the question that needs to be answered
 - Differentiate between major and minor arguments or ideas
 - Find and interpret relevant information from text, tables, graphs, maps, media, personal communication, observation, and electronic databases
 - Evaluate authority, veracity and bias of information
 - Utilize the data gathered to draw conclusions or to create new sources of information that can be shared with others
 - Document their sources of information
 - Use technology to acquire and process information
3. **Critical Thinking and Problem Solving** - HOTELS Centre Staffs show that they have critical thinking and problem solving skills when they:
 - Evaluate their own beliefs, biases, and assumptions
 - Evaluate strengths, weakness, and fallacies of logic in arguments and information
 - Apply lessons from the past or learned knowledge and skills to new and varied situations
 - Apply the principles of scientific reasoning to solve problems
 - Perform basic computations or approach practical problems by choosing appropriately from a variety of mathematical techniques
 - Devise and defend a logical hypothesis to explain observed phenomenon
 - Recognize a problem and devise and implement a plan of action
4. **Creative Expression** - HOTELS Centre Staffs demonstrate creative expression when they:
 - Generate new ideas, express themselves creatively, or solve complex problems in an original way
 - Collaborate to perform the work of others or to create original work
 - Apply feedback to improve their performance
 - Evaluate diverse artistic works in varied media
5. **Civic Responsibility** - HOTELS Centre Staffs show an ability to assume civic responsibility when they:
 - Demonstrate a knowledge of current events and social issues
 - Work effectively as a leader and/or participant in group settings

- Assume civic, political, or social responsibilities
- Identify their personal convictions and explore options for putting these convictions into practice
- Accept responsibility for their own actions
- Demonstrate respect for a diversity of ideas and the rights of others
- Exhibit personal, professional, and academic honesty
- Display behaviour consistent with the ethical standards within a discipline or profession

6. Social Interaction and Life Skills - HOTELS Centre Staffs show that they have effective social interaction and life skills when they:

- Work as an effective member of a team
- Demonstrate etiquette both in face-to-face and written interactions and communications
- Use language as appropriate to the situation
- Utilize conflict resolution skills when appropriate
- Demonstrate the ability to give and receive constructive feedback
- Apply time management skills to complete a task
- Develop stress management skills and/or other skills to maintain health and wellness

Competency Skill Sets Available through EUROCOTT

Level	Area	Competency
3	SLS3A	Develop product knowledge
3	SLS3B	Identify sales prospects
3	SLS3C	Present a sales solution
3	SLS3D	Secure prospect commitment
3	SLS3E	Support post-sale activities
3	SLS3F	Self-manage sales performance
3	SLS3G	Lead a sales team
3	MKT3A	Research the market
3	MKT3B	Identify marketing opportunities
3	MKT3C	Draft an elementary marketing audit report
3	MKT3D	Assist with market research
4	MKT4A	Profile the market
4	MKT4B	Analyse consumer behaviour for specific markets
4	MKT4C	Analyse market data
4	MKT4D	Forecast market and business needs
4	MKT4E	Implement and monitor marketing activities
4	MKT4F	Build client relationships
4	MKT4G	Make a presentation
4	MKT4H	Conduct market research
5	MKT5A	Evaluate marketing opportunities
5	MKT5B	Establish and adjust the marketing mix
5	MKT5C	Develop a marketing communications plan
5	MKT5D	Implement a marketing solution
5	MKT5E	Review marketing performance
5	MKT5F	Plan market research
5	MKT5G	Develop marketing strategies
5	MKT5H	Develop a marketing plan
5	MKT5I	Manage the marketing process
5	MKT5J	Develop and manage direct marketing campaigns
5	MKT5K	Evaluate international marketing opportunities
5	MKT5L	Manage international marketing programs
5	MKT5M	Manage market research

Appendix 2. Glossary:

The European Code of Conduct for Direct Sales , the terms used have the following meanings:

Order form = Written orders, requests or contracts.

Sales Representative / Consultant = persons who are members of the sales organization of a company. For this particular group of people including trade representative, employee representative, franchisees, commission agents, as well as proprietary traders and others, mainly freelance contractors.

Direct Sales = Sales of goods and offering services to consumers for personal consultations and demonstrations by sales representatives or consultants, primarily in a private home or at work or at other locations outside of permanent premises.

Home = The demonstration and explanation of products from consumers through a sales representative or consultant, primarily in the home of a host, may invite the consumer to another.

EEIG Department for Audits and Certifications = An independent body that is responsible for compliance with the European behavioural code for the direct distribution by the company or foreign-service employees and consultants to check in the case in and handle complaints from consumers and sales representatives and consultants.

Product = High-quality goods and services with real value for money.

Company = A direct selling company, which employs a direct sales organization for the sale of goods and services under its trademark or business name.