

# RESPONSIBLE SALES & MARKETING POLICY

**Purpose**

**August 2016**

As a leading pressure regulator manufacturer in the UK, Pressure Tech has a duty to market its products and services in a responsible way. Also, to ensure that all associated communications and marketing activities are legal, fair, honest, transparent and sensitive to the views and needs of customers and prospects. Pressure Tech expects the following standards to be applied:

## Marketing

- Offer customers honest and accurate information, responsible marketing, and in doing so inspire trust in our brand.
- Prevent inappropriate marketing of products, services and initiatives, which might be misleading, false or untrue.
- Provide clear literature, brochures, drawings and other written materials as appropriate
- Target marketing effort to individuals and organisations that have expressed an interest in our products and services or are reasonably likely to have an interest; and to immediately remove from our marketing effort any individual or organisation requesting us to do so. In all cases it shall be the overriding principle of Pressure Tech's to approach sales and marketing in an ethical manner and to aim to exceed our clients' expectations.

## Sales

- Conduct business in an ethical and open manner
- Cause no harm to individuals or the environment
- Build long term relationships with clients, distributors and agents
- Provide products and services relevant to a client's needs and provide guidance on using products in a responsible way.
- Sell on our strengths not others' weaknesses
- Set prices, based on corporate policy, reflecting the investment in research, development, personnel and engineering, not the customers' need for the product
- Comply with all relevant sales licences and laws



### For further information contact

- [info@pressure-tech.com](mailto:info@pressure-tech.com)
- [sales@pressure-tech.com](mailto:sales@pressure-tech.com)
- [www.pressure-tech.com](http://www.pressure-tech.com)