

It is your personal responsibility as an ACN IBO to promote ACN's products, services and the ACN Opportunity in a fair, honest and ethical manner. The ACN Co-Founders ask this of you and ACN's Policies and Procedures provide you with all the information you need to know when it comes to 'getting it right'.

**The Policies and Procedures confirm and preserve the ethics and integrity ACN stands for; they protect you, your business, and the ACN Opportunity for all.**

A copy is available in the business documents section of the IBO Back Office.

- Start by looking at the Introductory Index below.
- When reading start with "The Top Five".

**"The Top Five" are the main enquiries ACN receives from IBOs relating to the Policies and Procedures. You will find sections within the Policies and Procedures that answer all of these questions.**

1. What is slamming?
2. What is stacking?
3. What is the difference between cold and warm marketing to customers?
4. Advertising and Marketing approvals - what are the rules?
5. What are the Do's and Don'ts when sponsoring IBOs?

## **Remember**

If, after reviewing the Policies and Procedures and checking the guidelines, forms and training tools, you or your team are unsure of anything. First check '**Pacific Compass**' online then, **contact IBO Services** by using IBO Chat.

They will quickly answer your enquiry or refer it on to ACN Compliance for a more detailed response.

## Support your Team – Navigate the "Top 5"

### **1. What is slamming?**

Slamming is defined as any practice that causes a customer's telecommunications service provider to be changed without the customer's knowledge or consent. Slamming is prohibited. Read the Policies and Procedures, Section 1.1.

### **2. What is stacking?**

Customer stacking is when you acquire customers and place them under a downline IBO rather than yourself. Stacking is prohibited. Protect your Team – read the Policies and Procedures, Section 1.1.

### **3. What is the difference between cold and warm marketing to customers?**

A warm market means you have a pre-existing relationship with the customer. A cold market means you have no relationship with the customer. Read the Policies and Procedures, Section 1.2 C.

### **4. Advertising and Marketing approvals - what are the rules?**

All self made marketing material must be approved by ACN. Read Section 1.2 D and obtain marketing approval by submitting a 'marketing approval request' form, available in the business documents section of your IBO Back Office. It is strongly recommended that you use ACN's own sales material and distributorship websites for the presentation of ACN's products and services and the ACN Business Opportunity. It is unnecessary for you to create and publish your own printed

marketing materials in order to make the most of the ACN Business Opportunity (in fact doing so is likely to distract you from achieving the success you seek!).

## **5. What are the Do's and Don'ts when sponsoring IBOs? Signing up your first downline IBO?**

Get you and your Team off to the right start. If a sponsoring IBO makes a payment to ACN by credit card on behalf of a prospect they must make sure payment is valid and in full, and that payment must be made to ACN prior to, or immediately upon, receiving such funds from the prospective IBO. Don't accept cash in advance. Read sections 1.1 D and Sections 1.6 and 1.7.