

VCAadvisors.org

Sales Partner Code of Conduct

This Code of Conduct applies to all individuals participating in the VCAadvisors.org Sales Partner program.

Participation in the program requires ongoing compliance with the standards outlined below.

1. Role Definition

Sales Partners represent VCAadvisors.org programs in a **sales and referral capacity only**.

Sales Partners **may**:

- Ask clarifying questions to understand the buyer's situation
- Map the buyer to the appropriate path (Visibility, Media, Credibility)
- Recommend a **single** VCAadvisors.org program that fits the defined problem

Sales Partners are **not** authorized to:

- Act as consultants, coaches, or advisors
- Design custom strategies, plans, or funnels
- Customize, interpret, or apply programs on behalf of buyers
- Speak on behalf of VCAadvisors.org outside approved materials

Sales Partners must accurately represent the scope and purpose of all programs at all times.

2. Approved Representation

Sales Partners must:

- Use approved messaging and materials
- Describe programs factually and accurately
- Clearly communicate what programs **are** and **are not**
- Avoid exaggeration, speculation, or assumptions

Sales Partners may **not**:

- Promise or imply specific results or outcomes
- Guarantee visibility, media coverage, authority, or revenue
- Present programs as services, consulting, or done-for-you execution
- Reframe programs outside their intended use or positioning

Accuracy takes priority over persuasion.

3. Professional Conduct

Sales Partners are expected to:

- Conduct themselves professionally in all interactions
- Communicate clearly, respectfully, and ethically
- Disengage from prospects who are not a fit
- Respect boundaries defined in the training materials

High-pressure tactics, fear-based framing, or misleading language are **not** permitted.

4. Boundaries and Scope

Within scope, Sales Partners may:

- Ask questions to understand which **path** and **program** fits
- Explain how a program works and who it is designed for
- Clarify what a buyer can expect from the program materials

Out of scope, Sales Partners must **not**:

- Provide step-by-step business advice or implementation guidance
- Tell buyers exactly what to do in their business beyond choosing a program
- Rewrite assets, copy, or pitches as a “favor” or unofficial service
- Continue the conversation once it becomes coaching or consulting

When a conversation moves into advisory territory (“What should I *do* with my business?”), Sales Partners must pause and either **disengage** or **escalate** according to the training.

5. Tracking and Attribution

Sales Partners must:

- Use their assigned affiliate tracking link and/or unique sales code
- Ensure tracking methods are used accurately and transparently
- Avoid any attempt to manipulate, misattribute, or divert sales

Improper tracking practices may result in removal from the program.

6. Compliance and Enforcement

Failure to comply with this Code of Conduct may result in:

- Clarification or corrective guidance
- Restriction of access to program materials
- Removal from the Sales Partner program going forward

Enforcement of this Code of Conduct affects **future participation only**.

Earned commission on valid, completed sales will be paid in accordance with program terms.

7. Acknowledgement

Participation in the VCAdvisors.org Sales Partner program confirms acknowledgement and acceptance of this Code of Conduct. Sales Partners are responsible for reviewing updates to this document as they are issued.

Final Note

- VCAdvisors.org prioritizes trust, accuracy, and professional restraint.
 - Sales Partners who align with these standards tend to succeed long-term.
 - Sales Partners who do not will be removed from the program.
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Sales Partner Acknowledgement (Standard)

- I acknowledge that I have read and understood the VCAdvisors.org Sales Partner Training Manual and Sales Partner Code of Conduct.
- I understand that participation in the Sales Partner program is contingent on ongoing compliance with these materials.
- I understand that failure to comply may result in removal from the program going forward and does not affect commission earned on valid, completed sales.

Name: _____ Date: ___/___/_____