



## Compliance Guide

The structure of Wisewoulds Compliance Guides mirror the approach adopted in the Wisewoulds [Training Workshop](#). It is issues-based, structured around practical situations your employees will find themselves in.

Typical situations addressed in a Wisewoulds Compliance Guide are as follows (each being a heading in the manual):

1. Dealings with customers
  - (a) price setting;
  - (b) service offering and tendering;
  - (c) cross-selling;
  - (d) opening and closing accounts;
  - (e) negotiating terms with customers;
  - (f) customer exclusivity;
  - (g) promotional activities;
2. Dealing with competitors
  - (a) attending industry meetings or seminars
  - (b) collecting information about competitors
3. Contractual negotiations
4. Procurement issues
  - (a) refusal to purchase from suppliers;
  - (b) group purchasing;
  - (c) co-operation with other purchasers;
5. Product quality
  - (a) retailer liability for defective product;
  - (b) manufacturer/supplier liability for defective product; and
  - (c) dealing with the TPA warranties.

The Advertising Module addresses the following promotional scenarios in the same fashion:

1. General advertising principles
2. Comparative advertising



3. The use of disclaimers in advertising
4. “% off” discounting
5. Discounting new lines
6. “up to % off” discounting
7. “Was/Is” pricing
8. “Free” or “bonus” offers
9. Sponsorship
10. Market research claims
11. Representations about place of origin
12. Promotion of “no returns” policy
13. Bait advertising

The issues identified in each commercial situation are explored through case studies, drafted in a way to be meaningful to your employees.<sup>1</sup>

Each Wisewoulds Compliance Guide features a set of **Compliance Rules**. These do not simply summarise the contents of the Guide; they go beyond the law, recommending compliance best practice so that the company does not even get into areas of risk.

Examine a sample section from a typical Wisewoulds **Compliance Guide**.

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<sup>1</sup> Case studies are tailored in this way in the bespoke product. Generic case studies are used in the standard product.