



Guideline for Crew

Effective from July 2025

Introduction

This Guideline for Crew supplements your training modules and includes:

- **Getting started with Sales Assured**
- **Standards**
- **Level 3 breach examples**

This Guideline outlines the **Sales Assured Standards**—your guide to making confident, compliant sales. It also includes examples of serious breaches that could lead to **Deregistration for up to 5 years**, so it's essential reading.

These examples help spotlight common pitfalls, but keep in mind: **any breach** of the Sales Assured Standards—whether listed or not—can result in disciplinary action. Your training and this guide work hand-in-hand to keep you informed.

- If you're fundraising for a member of the Public Fundraising Regulatory Authority (PFRA) in Australia or New Zealand, the PFRA Standards provided in your training also apply. There are a few differences between our Consumer Contact Standards and PFRA rules—where they conflict, PFRA Standards override.
- Likewise, any laws or regulations relevant to your sector must be followed.

Bottom line: following the standards helps protect your role, the reputation of the organisation, and the trust of the community. It's your toolkit for positive, professional engagement.

Getting Started

Getting Started with Sales Assured

Welcome to your new assignment—great to have you on board!

This guide is a key part of your onboarding and complements the training you are completing.

What you've already completed

By submitting your Application for Provisional Registration, you've confirmed that:

- Sales Assured and the organisation engaging you may access your details in the Registry (including any previous engagements with Sales Assured or Energy Assured members)
- You understand and accept the disciplinary process if you breach the Standards.

You've officially committed to being part of the Sales Assured initiative—an opportunity not just to follow rules, but to demonstrate your professionalism through accreditation.

If you have questions at any point during onboarding, reach out to the organisation that engaged you—they're here to support you.

Identity + Criminal History checks

To help maintain trust and safety:

- You were asked to provide proof of identity, a photo, and your address
- Submitting documents that are false, tampered with, or not your own constitutes fraud and may be reported to Police
- If you're engaging in face-to-face activities with consumers, you must have completed a Criminal History check within the past 12 months—if not, ask your engaging organisation how to arrange it

Your accreditation journey

Everyone starts with Provisional Accreditation. You'll work alongside an experienced crew person until you complete a formal competency assessment. Once passed, your status will be upgraded to Approved.

You'll learn more about accreditation levels and expectations as part of your training.

Links to videos you should watch before commencing sales activities

Australian Competition and Consumer Commission (ACCC) “thanks, but no thanks” consumer education campaign. [Click link](#) to watch the ACCC videos (10 minutes). These [three](#) videos on Pressure, Inducement and Cooling off may help you to understand some consumers' negative perceptions about direct sales. [View videos](#)

SAL Standards

1. General expectations

- 1 As a crew person, you're expected to uphold these Standards whenever you're carrying out your role or displaying your Sales Assured SIDN Number. It's your badge of credibility—so stick to the Standards proudly and responsibly.
- 2 These Standards are built on the foundation of Applicable Laws that govern sales, fundraising, and face-to-face engagement across Australia and New Zealand—including the vital Consumer Laws in both countries. You're not just following rules—you're representing industry best practice.
- 3 If there's ever a difference between these Standards and local laws, the Applicable Law takes priority. The Standards align as closely as possible, but where there's a conflict, legal requirements come first.

2. Consumer contact

- 2 You must:
 - (1) Only call or visit consumers during “permitted hours” under the Applicable Laws unless it is with the consumer’s consent in accordance with Applicable Laws, of which a record must be kept. You will find the details of hours on Page 7.
 - (2) Comply with any notification indicating:
 - a. Canvassing is not permitted at the premises¹;
 - b. No advertising or similar material is to be left at the premises or in a receptacle associated with the premises; and
 - c. The consumer has a Do Not Call registration where this is applicable.
 - (3) As soon as possible on making contact, identify yourself, the organisation you represent, and the purpose of the contact:
 - a. For face to face contact - produce an identity card, which clearly displays the name of the company you represent, the Sales Assured logo, your name and photograph, the business address and contact details of the company you represent, and an expiry date for validity of the card; and
 - b. For telemarketing – identify yourself, the brand you represent and the purpose of the call.
 - (4) Not misrepresent yourself or the purpose of the contact and state that the purpose of the contact is to assist the consumer to enter into a contract or agreement.
 - (5) Explain that if the consumer is not happy with the way they have been dealt with, they can contact the Member, industry ombudsman, the Dept. of Fair Trading or other relevant dispute resolution body to make a complaint. ³

FACE TO FACE + TELEMARKETING OF ENERGY IS NOT PERMITTED TO RESIDENTIAL CUSTOMERS IN VICTORIA. UNSOLICITED SALES FOR SOLAR, BATTERY AND SIMILAR PRODUCTS IS NOT PERMITTED.

Specifically for face to face interactions involving sales activities

- 2 Advise that you are not permitted to remain on the premises for more than an hour unless consent is provided in writing;
- 2 Advise that you must leave the premises immediately on request and immediately cease contact with a consumer who clearly indicates that contact is inconvenient, unwelcome or inappropriate before or during the negotiation of a contract;
- 2 If undertaking a post-sale verification call to ensure explicit informed consent, ensure that it is the customer on the call and that the customer is not coached during the call; and
- 2 If contact is ceased, record that the consumer is not to be contacted by the Member for at least 30 days after the request was made.

Specifically for Comparator sales activities:

If you represent a Comparator you must:

- (1) Explain that you represent the Comparator and that the Comparator offers a comparison service;
- (2) Tell the consumer the list of all entities in that industry the Comparator represents;
- (3) If the Comparator does not represent all entities in that industry, you must tell the consumer this;
- (4) Disclose to the consumer the general basis upon which the comparison is made (e.g. consumption or demographic profile, geographical area, term of the contract); if the Comparator or you will receive a higher commission for the contract recommended than for other contracts against which the recommended contract has been compared, inform the customer that this is the case; and
- (5) Provide any further information reasonably requested by the consumer about any such higher commission, although there will not be any obligation for you or Comparator to disclose the quantum of any commission.

A Comparator must use all reasonable endeavours to ensure that any comparison tool used is accurate

A Comparator or a Company engaging a Comparator must comply with any industry guideline which may be issued by the ACCC concerning comparator websites in so far as they relate to your sales activities.

Specifically for Collection activities:

Ensure vulnerable consumers are assisted appropriately in line with Debt Collection Guidelines.

Ensure consumers who are involved in a dispute or have requested clarification do not continue to be approached

Advise that you must leave the premises immediately on request and immediately cease contact with a consumer who clearly indicates that contact is inconvenient, unwelcome or inappropriate before or during the negotiation of a contract.

3. Record keeping

All Crew must complete any required record keeping document required by the Member.

4. Correct use of Crew ID (SIDN) Badge or virtual ID

- 4 You may only undertake activities using your own ID number/badge. You are not permitted to use another person's ID nor to allow another person to use your ID; and
- 4 You may only represent the corporate entity(ies) for which you are engaged and may not represent another entity using the same ID badge. A Crew person wishing to work with more than one entity must comply with the Guideline for Multiple Assignments.

5. Entering into a Contract (this section not applicable for lead generation)

5.1 You must:

- (1) Take appropriate steps to ensure that the consumer has the authority to enter into a contract/agreement;
- (2) Provide before the formation of a contract/agreement information about the consumer's right to terminate the contract/agreement during any applicable cooling off and other termination periods and the way in which a consumer may exercise that right; and
- (3) Provide the following information to a consumer in accordance with all Applicable Laws, including the Australian Consumer Law or the Debt Collection Guidelines for Collectors and Creditors, regarding essential items to ensure that the consumer understands what they are committing themselves to, including:
 - a. That they are entering into a contract/agreement;
 - b. All applicable prices, charges, early termination payments and any penalties that may apply, information on security deposits, service levels (applies to sales only);
 - c. Concessions or rebates, billing and payment arrangements that may apply and how any of these are calculated and may be changed, including a declaration that the price offered is inclusive of all costs, including GST if applicable;
 - d. The commencement date and duration of the contract/agreement, the availability of extensions, and the termination of the contract if the consumer moves out of the premises during the term of the contract (applies to energy sales only);
 - e. If any requirement is to be or may be complied with by an electronic transaction
 - how the transaction is to operate and, as appropriate, an indication that the customer will be bound by the electronic transaction or will be recognised as having received the information contained in the electronic transaction;
 - f. The consumer's right to complain to the Member in respect of any marketing activity of the Crew person and, if the complaint is not satisfactorily resolved by the Company, the consumer's right to complain to an industry ombudsman or department of Fair Trading as applicable; and
 - g. That you may receive a fee or commission if the consumer agrees to the contract/agreement if applicable. ⁵

- h. Provide the consumer (in person or via email/post) with a copy of the contract/ agreement where required by law and any information and documentation required to be provided to the consumer in accordance with Applicable Laws, which must include but is not limited to:
- Details contained in clause 5 above;
 - For non-fundraising a prominent notice on the front page of the contract about the rights of the consumer to terminate the contract in accordance with Applicable Laws;
 - The notice that may be used by the consumer to terminate the contract;
 - The full name, ABN or ACN, address, e-mail address, phone number and fax number of the Member that the Crewperson represents; and
 - Your name, and ID Number, and the full name and details of the company you work for, if different to the Member; and
 - Information about the member's Complaints Handling Process, including details of the relevant industry ombudsman, dept. of Fair Trading or other dispute resolution body if applicable.

6. Ethical and Lawful Conduct

6 You must:

- (1) Be courteous and professional;
- (2) Correctly state the purpose of the call or visit;
- (3) Not provide a consumer with information that is misleading or deceptive, in particular in relation to potential savings or false assumptions about the product and if you are representing a Comparator, about the service the Comparator provides, or misrepresent the consumer's rights and obligations;
- (4) Not engage in unconscionable conduct;
- (5) Not engage in the use of high-pressure tactics;
- (6) Ensure a consumer's privacy is maintained and not use the information for any other purpose including future marketing by you unless the consumer provides explicit consent;
- (7) Not exploit a person's inexperience, vulnerability, credulity or loyalties;
- (8) Ensure that safety is maintained for themselves and the public;
- (9) Not commit forgery or fraud;
- (10) Not falsify a verification call or coach a consumer through a verification call (if applicable);
- (11) Not stop or pause the call recording during a telemarketing call or a visit where the interaction is recorded;
- (12) Not undertake any inappropriate conduct such as asking consumer on a date, touching etc...;
- (13) Not behave in a way that brings a brand or industry you represent into disrepute;
- (14) Not provide your personal details to a domestic consumer/donor; and
- (15) Immediately follow any lawful and reasonable direction given to you by legitimate authority holders, including but not limited to officers of the relevant local or state authority, police officers, regulation officers and shopping centre management.

7. Permitted hours

Face to face sales activities in Australia

Only visit consumers during “permitted hours” under the Applicable Laws which, at the time of the publication do not include:

- (a) Any time on a Sunday or public holiday;
- (b) Any time before 9 am on any other day; or
- (c) Any time after 6 pm on any other day (or 5 pm if the other day is a Saturday). Please note fundraisers and non sales interactions are exempt from these hours and must follow any guidelines set by PFRA in Australia or New Zealand or the Debt Collection Guidelines for Collectors and Creditors..

Telemarketing sales activities in Australia

Only telephone consumers during “permitted hours” under the Applicable Laws which, at the time of the publication do not include:

- (a) Any time on a Sunday or public holiday;
- (b) Any time before 9 am on any other day; or
- (c) Any time after 8 pm on any other day (or 5 pm if the other day is a Saturday).

Level 3 Breaches

Consumer contact and consumer data

- Ignoring a Do Not Knock notice (includes “No Canvassing” or “No Hawkers”) or Ignoring a Do Not Call registration[^].
- Visiting at a prohibited or unreasonable time
- Visiting or calling outside of permitted hours without a prior appointment having been made independently (not by the Crew person).
- Ignoring a “not to knock” instruction on a walk-sheet, territory plan or similar. This can include where a consumer has requested the Member to remove the premises from marketing activity or the Member has determined the property is not to be targeted[^].
- Not carrying appropriate identification.
- Wearing the uniform/ID badge for one brand then making undertaking face to face activities for a different brand/product/service where this was not covered with an approved script. In the case of telemarketing, a breach occurs for failing to correctly identify the organisation.
- [^]Only applicable to sales interactions

Consumer contact and consumer data cont...

- Knowingly using consumer contact details from previous sales activity by you without the consumer having provided explicit informed consent for you to retain or use their data for a future purpose¹. This includes for the purpose of contacting the consumer to sell, fundraise or gain a sales lead for another product or service or to provide such data to another crew person or third party.
- Knowingly purchase, obtain or use consumer contact details from another Crew person based on that Crewperson's (or another Crewperson's) previous face to face activity.
- Any other Privacy breaches
- Failing to correctly disclose the purpose of the visit or call. You must comply with scripting to ensure you correctly disclose the purpose of the contact for any face to face activity.
- Advising the consumer that you were just conducting a survey or were contacting them for any other purpose than sales activity or lead generation.
- Advising the consumer that you are not trying to sell anything if you are actually contacting the consumer to enter into an agreement, seeking a long term pledge commitment or undertaking lead generation activities[^].
- Stating that you represent the government or letting the consumer believe you are from the government (or in the case of energy – also from the Distributor) where this does not apply.
- Not leaving the premises when asked to do so.
- Deliberately damaging the consumer's premises or their personal property or committing theft
- Failing to follow any lawful and reasonable direction given to you by legitimate authority holders, including but not limited to officers of the relevant local or state authority, police officers, regulation officers and shopping centre management.

¹ Where a consumer agrees to an initial sale/pledge with a Crew person, this does NOT give the Crew person the right to use that data for a future purpose unless the consumer has given the Crew person explicit consent for their data to be used in such a way. Consent for data to be used by the corporate entity that is party to the contract/agreement (eg an energy provider or charity) is not permission for a Crew person to use the consumer's data for future sales activity or to provide that data to any other person.

Deceptive/misleading behaviour

- Stating you are from a company other than the one you are representing.
- Telling a consumer that the Member is taking over the consumer's current supplier, or taking over their billing, or that the member is the same as their current supplier or that their supplier is going out of business when this is not the case.
- Telling a business customer that they can only get a discount if they sign up all their premises when this is not the case[^].
- Telling a consumer that any outstanding debt to their current provider will be waived or transferred to their new account.
- Representing an offer as a "government discount" or "government rebate" when this is not the case
- Informing the consumer that they would not receive an early termination fee from their current supplier when this was not the case[^]. ⁸

- Letting the customer believe that the entity they represent is the only company able to offer concessions, discounts or rebates^.
 - Telling a consumer that they will be saving \$X without verifying the information or the savings to be accurate for that consumer if applicable.
 - Stating that quoted rates would not change during the contract term unless this was the case^.
 - Knowingly promising a discount that would not apply to that consumer.
 - Denying to a consumer that they were entering into a contract/agreement, or saying they were just completing a survey or expression of interest or proof that the customer had visited when this is not the case.
 - Mis-selling the cooling-off period such as telling the consumer that it is just to “reserve”/ “guarantee” (or similar) the offer and that the consumer doesn’t have to decide for 10 days. You cannot use the cooling-off period as a sales pitch.
 - Arranging for a consumer to lie about their current supplier as they would otherwise not be eligible for the offer (eg where an offer is not available for all or certain consumers)^.
 - Providing your personal details to a customer/donor.
 - Failing to explain to a donor that a pledge is a long term arrangement, or leading a customer to believe it is a one-time donation when that is not the case.
 - Telling a donor to cancel after the first or second direct debit donation.
- Note:** Always remember to stick to your scripting to ensure that you do not mislead a customer particularly if you are undertaking lead generation or discussing more than one product/service.

Unconscionable conduct/inappropriate behaviour

- Knowingly undertake a contract/agreement with a person whom, a reasonable person could determine was not authorised to accept the arrangement.
- Knowingly dealing with an intellectually or visually impaired person whom, a reasonable person could determine was not capable of giving explicit informed consent.
- Knowingly dealing with an elderly person whom, a reasonable person could determine was not capable of making an informed decision.
- Knowingly dealing with a non-English speaking person whom, a reasonable person could determine was not capable of giving explicit informed consent.
- Knowingly undertake a contract/agreement with a person under 18 years of age, or in the case of charities with a person under 21 years.
- Not taking into account a consumer’s/donor’s personal circumstances and pressuring the consumer into entering into a contract/agreement when a reasonable person would determine that they were not able to provide explicit informed consent.
- Behaving inappropriately towards a consumer/donor, or people at the premises/kiosk (eg asking the person on a date, making personal/suggestive comments) either at the time or by contacting the consumer after the interaction.
- Providing the crewperson’s personal details to a consumer/donor with the exception of crew conducting SME sales where follow up may be required before finalising the contract/agreement.

Explicit informed consent not provided/fraud

- Not informing a consumer that they were entering into a contract/agreement.
- Leading a consumer to believe they were only providing data to arrange for information to be provided when this was not the case.
- Falsifying a verification call (fraud).
- Coaching a customer through a verification call if applicable.
- Signing the offer document/pledge on the consumer's behalf (fraud).
- Signing up a consumer at a shopping centre kiosk or through a third-party alliance where the consumer is not explicitly aware that they are entering into a contract/agreement with a supplier/ suppliers.
- Giving uniform/ID badge to a friend/other crew person and allowing that person to undertake activities with a consumer using that ID.
- Using another person's uniform or ID to undertake activities with a consumer.
- Using consumer's data without the consumer's explicit informed consent (see Level 3 Breaches – Customer Contact for further detail).
- Signing up a consumer you had previously marketed to for a new offer contacting the consumer and gaining explicit informed consent for the new sale^.

High pressure/coercion/other

- Pressuring the consumer.
- Failing to leave a consumer's premises or place of business when asked.
- Physically harassing, pressuring or coercing the consumer into accepting the agreement or pledge or agreeing to their details being taken for lead generation. Coercion can include loitering.
- Verbally harassing or coercing the customer into signing the agreement or pledge or agreeing for their details to be taken for lead generation.
- Telling the consumer that it was compulsory to agree or making a consumer feel that they had no choice but to accept the offer.
- Pressuring the consumer to accept the agreement/pledge on the basis of the cooling-off period when the consumer is not comfortable in signing up.
- Pressuring a householder or business owner to sign up when they are clearly distracted and unable to provide explicit informed consent.
- Making a consumer feel the only way to make the crew person leave is to sign the agreement/pledge.
- Deliberately revealing a consumer's personal information to a person not authorised to receive that information
- Claiming that everyone in the street/all other businesses are signing up and identifying those consumers/businesses that have signed up
- Coaching a consumer through a verification call where applicable (including communicating an answer to the consumer by speaking, pointing, gesturing or other means, write the answer for the consumer or any other means of coaching
- Any other behaviour that a reasonable person would consider unconscionable, misleading, high pressure or fraudulent behaviour.



Sales Assured aims to ensure best practice by our Members when dealing with consumers.

