

Western Toy & Hobby Representatives Association
Code of Ethics

To be respected in your field, you need to be a professional.

Sales Representatives

Only accept lines that you feel you can do justice to. It doesn't benefit you or the manufacturer to take on a line that won't be presented and sold in the proper manner.

Be honest!

- 1) Don't take on conflicting lines. You know best; if you foresee a conflict, don't waste the manufacturers' time or your own time by taking a line that you won't be able to keep for the long-term.**
- 2) At the same time, resign a line when it is time. If you no longer have an interest in representing a line, be upfront with the manufacturer; they'll appreciate the honesty and you can move on to focus on other things.**
- 3) Don't pursue another representative's line. If solicited by a manufacturer to represent their line, ask who the current representative is, and if that representative is aware that that manufacturer is looking for another representative. Tell the manufacturer that you would be happy to speak with them in regard to representation, just as soon as the current representative is given the proper notice. In addition, if you know that a line has current representation, don't solicit that manufacturer.**

Manufacturers

Honor your contracts and sales agreements. If you decide to terminate your current representative, give them proper notice and pay them for all orders that they submit before the termination date.

Be honest with yourself and fair to your sales representatives. Make sure that you have provided your representatives with the proper sales and marketing tools necessary to do an effective job.

Trade Shows

We all put a lot of time and effort into trade shows; from planning and preparation, to execution and follow-up.

Respect your neighbors. Don't walk the aisles looking for your accounts; wait your turn.

Be pro-active; work out potential problems ahead of time. We try our best not to let this happen, but if there are multiple representatives at a trade show carrying the same line, work out a cooperative system ahead of time; such as, trading orders at the end of the show with the appropriate representative.

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