



## Code of Ethics

This Code of Ethics is the set of principles and standards that all Institute for Professional Advancement (IPA) designation holders strive to meet with customers, organizations, competition, communities, and colleagues in all activities. In addition to the subject matter and skills learned from completing the Certified Professional Manufacturers Representative (CPMR™) or Certified Professional Sales Consultant (CPSC™) programs offered by IPA, the Code provides a junction where intention meets action. The result elevates the sales profession to new levels. Individuals that earn the CPSC™ designation from a partnering organization agree to this Code of Conduct.

As an IPA designation holder, I pledge to:

1. Maintain the highest standard of personal conduct.
2. Promote and encourage the highest level of ethics within my industry.
3. Maintain loyalty to the organization that employs me and pursue its objectives in a manner consistent with industry interests.
4. Recognize and discharge my responsibility, and that of the industry, to uphold all laws and regulations.
5. Strive for excellence in all aspects of my industry and expand my knowledge of products, services, and professional skills.
6. Use only legal and ethical means in all activities, and when in doubt, I will seek counsel.
7. Accept no personal compensation for related services or activities except with the knowledge and consent of the management of my company.
8. Maintain the confidentiality of privileged information entrusted to me by my company, manufacturers, and customers or known to me by virtue of my position.
9. Refuse to engage in, or countenance, activities for personal gain at the expense of my company or the industry at large.
10. Always communicate internal and external statements in a professional, truthful, and accurate manner.
11. Cooperate in every reasonable and proper way with industry colleagues, and work with them to advance the selling profession.
12. Use every opportunity to improve public understanding of selling practices, manufacturers' representatives, or sales professionals and their positive impact upon my industry and the community.

As an IPA designation holder, I understand that all salespeople's reputations and professionalism rely on myself, and others engaged in the sales profession. I will adhere to these standards to strengthen the reputation and integrity for which we all strive. I understand that failure to act according to this Code of Ethics consistently may result in the loss of my IPA designation.