



NOVA
HEALTHCARE
SERVICES

Ethical Sales Policy



At Nova Healthcare Services Ltd, we are committed to maintaining the highest standards of ethical sales practices. We expect all employees to conduct themselves with integrity, honesty, and transparency in all sales interactions. Our approach prohibits the use of high-pressure sales techniques, withholding information, or engaging in any unethical practices that prioritize financial or commercial gain over customer well-being. We adhere to all relevant applicable laws, legislation, and regulations, including but not limited to:

- consumer protection laws
- competition laws
- anti-bribery and corruption laws
- advertising regulations
- Equality, Diversity, and Inclusion
- Conduct Regulations
- Modern Slavery

Our approach to Staff training in relation to Sales includes:

- e-training (online training)
- shadow shifts
- practice scripts
- mock interviews

- **Ethical Sales Practices**

Nova Healthcare Services Ltd 's definition of Ethical Sales practices include:

- Honest and accurate representation of products or services.
- Transparent pricing and terms.
- Respectful and fair treatment of customers.
- Avoidance of deceptive or misleading sales tactics.
- Compliance with laws and regulations governing sales activities

- **Core Principles**

At Nova Healthcare Services Ltd, our core principles are:



- Integrity
- Compassion
- Professionalism
- Team focal work

- **Prohibited Practices**

Nova Healthcare Services Ltd defines prohibited practices as:

- High-pressure sales tactics
- False advertising
- Bait and switch schemes
- Misleading statements

Should a member of staff be found to not comply with these ethical requirements, the following remedial actions will be taken by Nova Healthcare Services Ltd:

- **Re-Training and Guidance**

The employee will be required to undergo re-training on our company's Ethical Sales Practices Policy. This training will emphasize the principles of honesty, transparency, and customer-centricity in all sales engagements. Training is delivered by the HR department, and covers the following topics:

- Mock interviews
- Refresher courses (online and in-classroom training)
- Mock phone calls with 'clients'
- Meetings for feedback and guidance opportunities

- **Performance Improvement Plan (PIP)**

If the non-compliance persists, a formal Performance Improvement Plan (PIP) will be initiated by Nova Healthcare Services Ltd. The PIP will outline clear expectations, objectives, and timelines for the employee to demonstrate adherence to ethical sales practices. The HR Department will work with the employee during this time to provide as much support and guidance as possible.

- **Close Supervision and Monitoring**



During the PIP period, the employee's sales activities will be closely monitored by the HR representative. Regular feedback sessions will be conducted to assess progress and provide guidance for improvement.

- **Loss of Privileges**

In cases of repeated or serious violations, the employee may temporarily lose certain sales privileges, such as the ability to handle specific frameworks/contracts or interact with certain customer segments. This measure aims to prevent further breaches while encouraging adherence to ethical standards.

- **Disciplinary Action**

Continued non-compliance may result in disciplinary action, ranging from written warnings to suspension without pay, depending on the severity of the violations. All disciplinary actions will be documented and communicated to the employee in writing. The Director is responsible for managing disciplinary action. Our disciplinary action process includes:

- Verbal or written warning
- Suspension
- Demotion

- **Termination of Employment**

In extreme cases where the employee fails to meet the required standards of ethical sales practices despite interventions, termination of employment may be necessary. This decision will be made in accordance with company policies and legal requirements.

- **Review and Continuous Improvement**

Throughout the remedial process, Nova Healthcare Services Ltd will continuously review and evaluate the effectiveness of the measures implemented. Feedback from both the employee and relevant stakeholders will be considered to refine our Ethical Sales Practices Policy and training programs. [include how this information will be reviewed and what individuals will review the information collated]. *(You should also include how based on this review and the need for continuous improvement, you implement any changes (i.e. updating policies and processes, including how this is*



rolled out), updating training and induction processes including how this is delivered, frequency, and by who).

- **Confidential Reporting Channel**

Employees are encouraged to report any concerns or observations of unethical sales practices through our confidential reporting channel. Reports will be investigated promptly and impartially, with appropriate actions taken to address any misconduct. Employees can raise concerns by the following means:

Email: admin@novahc.co.uk

Phone: 0770 105 57551

At Nova Healthcare Services Ltd, we believe that ethical sales practices are fundamental to building long-lasting customer relationships and maintaining our reputation in the marketplace. We are committed to supporting our employees in upholding these standards, while also holding individuals accountable for their actions. By adhering to this policy, we ensure that our sales practices align with our values of integrity, transparency, and customer satisfaction.

This Ethical Sales Practices Policy and its associated remedial actions are effective immediately upon adoption. For any questions or concerns related to this policy, please contact admin@novahc.co.uk

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Nova Healthcare Services Ltd.