



TEMIA Ethics Code for Sales & Marketing Teams

- As a member of TEMIA, your leadership team has agreed to participate in the TEMIA Code of Ethics
- As a sales and marketing professional, you have access and influence over email communications, website content, social media postings, press releases, analyst relations, and other important external communications
- The TEMIA Code of Ethics is there to enhance our industry image as well as client experiences with our members, and we as an association hold all industry members and non-members accountable.
- Following the TEMIA Code of Ethics prevents an “arms race” in our industry, is a faster/cheaper resolution than court, and reduces friction and time to close sales as firms who exaggerate their capabilities lead prospects to take more time to verify claims
- Failure to follow the TEMIA Code of Ethics can lead to expulsion from TEMIA and/or public comment regarding infractions from the association
- If you see something, say something. If you have questions about a potential violation, please email joebasili@temia.org



Violation

“The market leader”

“The #1 solution provider”

“The first firm to...”

“The best solution for...”

“The largest...”

“Most satisfied clients”



Acceptable

“A market leader / one of the leaders”

“The top solution provider according to...”

“A pioneer / one of the first”

“According to a recent industry analysis conducted by...”

“One of the largest...”

According to a recent survey conducted by...



Why

Requires a credible neutral 3rd party awarded status

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Can you prove no other firm does this already?

Requires a credible neutral 3rd party awarded status

How can you prove you are larger than your competition?

Requires a credible neutral 3rd party awarded status

TEMIA Ethics Code for Sales & Marketing Teams

1

Accuracy & Truth

- Sales & Marketing content must be accurate and factual
- Statistics, implied comparisons, and superlatives must be provable
- All claims must be backed by evidence from credible sources

2

Don't Disparage Competitors

- TEMIA members will seek to win on strengths
- TEMIA members will not directly or indirectly disparage other industry participants
- Members will treat competitors with mutual respect
- Even if you didn't say it, linking to disparaging comments from other sources is still a violation