



Sales & Marketing Policy

Boffin Engineering and Concrete Solutions Limited, **BECS** has it as a sales and marketing policy to:

- Conduct business in an ethical and open manner.
- Cause no harm to individuals or the environment.
- Build long term relationships with all members of our marketing channels.
- Provide accurate and reliable information on our products and services.
- Provide products and services relevant to a client's needs.
- Sell on our strengths not others' weaknesses.
- Provide clear literature, brochures, videos and other materials as appropriate to promote sales of our products and services.
- Target marketing efforts to individuals and organizations that have expressed an interest in our products and services or are reasonably likely to have an interest.

In all cases it shall be the overriding principle of **BECS** to approach sales and marketing **in an ethical manner and to aim to exceed our clients' expectations.**

For and on behalf of Boffin Engineering and Concrete Solutions Limited