

## Door-to-door Sales

Australia has one of the most competitive retail energy markets in the world.

Energy companies are striving to offer customers a better deal every way they can, including door-to-door sales.

Some customers remain unaware of the savings they could make from switching energy companies.

Door knocking provides an effective way to inform customers about cheaper energy deals and offer new products that could save them money.

Door-to-door salespeople operate in a highly regulated field. In addition to existing direct marketing and consumer affairs laws, the Energy Retailers Association of Australia (ERAA) is introducing a new code of conduct for the industry, managed by an independent company called Energy Assured Limited (EAL).

Still subject to ACCC approval, the new EAL code of conduct includes: energy and marketing organisations monitoring their sales agents under a standardised training and recruitment regime, the tracking and registering of sales agents using an accreditation process, an independent complaints process, external compliance auditing and potential sanctions against members and sales agents whose sales practices raise concerns.

Under the code, a door-to-door salesperson must:

1. Show identification stating the name and address of the company they represent
2. Abide by the standards prescribed in the Code and the Law
3. Understand certain conduct will result in deregistration from the Code
4. Must explain the essential provisions and conditions of the offer
5. Leave the property when asked.

### Key points:

- Consumers win in highly competitive market.
- Cheaper energy deals and new product offers.
- New EAL code of conduct for door-to-door sales.

A door-to-door salesperson must not:

1. Enter your home without permission
2. Behave in any way that is threatening
3. Provide statements that mislead a customer in to signing an offer

Complaints about sales techniques or the general behaviour of door-to-door salesperson should be made to the company concerned or the Energy Ombudsman in your state.