CODE OF PROFESSIONAL ETHICS FOR ACQUIRING COMMERCIAL ACCOUNTS

Building a successful business requires building professional partnerships. At Global Diesel Innovations (GDI), we believe in professionalism and ethical behavior. Our reputation in this industry is important and we all play a key role in establishing and maintaining a credible reputation. As Certified Sales Representative, you must follow the Code of Ethics presented in the GDI Policies and Procedures Manual.

In addition to these policies and procedures, ALL GDI Certified Sales Representatives must also follow the "Global Diesel Innovations Code of Professional Ethics for Acquiring Commercial Accounts," which is explained below:

Code of Ethics for Acquiring Commercial Accounts

GDI Certified Sales Representatives are not permitted to share confidential information about any commercial accounts with anyone other than GDI or Peak Advantage Sales without the expressed written consent from an approved company representative. GDI and Peak Advantage Sales will NOT share confidential information about commercial accounts without the expressed written consent from an approved company representative.

In addition, GDI Certified Sales Representatives are prohibited from discrediting, slandering, badmouthing, or denouncing fellow GDI Certified Sales Representatives, Global Diesel Innovations, or Xp3. GDI Certified Sales Representatives must avoid negative representations and act with integrity and professionalism when talking with companies or other sales representatives.

Required Steps to Contact Commercial Accounts

- A Commercial Account can only be registered by a GDI Certified Sales Representative.

- The GDI Certified Sales Representatives must provide proof of meeting the requirements listed below by forwarding a qualifying email to support@peakadvantagesales.com. This is done to eliminate companies from being contacted by other GDI Certified Sales Representatives while they are in discussions regarding a trial, participating in a trial, or purchasing Xp3 as a customer.

  - *Please remember if a GDI Certified Sales Representative is proven to have violated the "Code of Ethics for Acquiring Commercial Accounts" in any way (including contacting a company on the Registered Commercial Accounts List), he or she will be subject to the removal of his/her "Commercial Certification".*

- Each GDI Certified Sales Representative will be required to "log in" to the on-line Commercial Training program and check the "Registered Commercial Accounts" list **prior to contacting a company** to ensure that Global Diesel Innovations and Xp3 are being represented professionally and ethically. The "Registered Commercial Accounts" list is located inside the "Training Library" of the on-line Commercial Training Website.

- Any written communication with a potential Commercial Account cannot be sent unsolicited. Mass emailing and any type of SPAM are strictly prohibited. Written correspondence is required to be requested and/or approved to be received by the Commercial Account's qualified administrative representative.

- Our goal is to ensure that the communication and registration process gives each GDI Certified Sales Representative an equal opportunity to register Commercial Accounts and to represent GDI in a professional manner.

Required Steps to Register Commercial Accounts:

- The GDI Certified Sales Representative must provide documented correspondence (email or document with a date and time stamp that is verifiable – such as email correspondence) proving that he/she is in discussion with a qualified administrative representative such as the owner, president, or supervisor affiliated with the Commercial Account. This documented correspondence must include clear proof (have a date/time) that proves the Commercial Account's qualified administrative representative is involved in specific and detailed discussions regarding Xp3. This requirement can be met by the GDI Certified Sales Representative when he/she receives a request from the Commercial Account's qualified administrative representative to forward a FMSA, Trial Savings Calculator, or Trial Guarantee information. Please forward the emails containing the requirements listed above to support@peakadvantagesales.com

    - In addition, the GDI Certified Sales Representative must also be able to provide proof of correspondence (using the criteria approved above) within the last 3 months of the date that he/she is attempting to register that account.

- Once the Commercial Account has been registered, it will remain on the Registered Commercial Accounts List for as long as the customer is purchasing Xp3, in discussions about starting a trial, or participating in a trial with Xp3. If a Commercial Account is considering starting a trial, the GDI Certified Sales Representative, who registers the Commercial Account, will have 90 days to work with the Commercial Account to begin a trial. In the event a Commercial Account needs additional time past the 90 days, the GDI Certified Sales Representative is required to contact support@peakadvantagesales.com to request a 30 day extension(s) to complete and/or start a trial.

    - If a GDI Certified Sales Representative fails to contact Peak Advantage Sales to inform them of a change in the trial status of a registered Commercial Account, then the Commercial Account will be removed from the Registered Commercial Account List and other GDI Certified Sales Representatives will be permitted to contact that Commercial Account if they choose.

- In certain situations, GDI Certified Sales Representatives may be dealing with large companies located in several cities (or countries) where more than one GDI Certified Sales Representative is in discussion with a qualified administrative representative and/or there is a "board" that makes the final purchase decisions. In this situation, the GDI Certified Sales Representative who provides the required documentation with the earliest date/time for the approved correspondence will be identified as the person who is credited with registering the account. In this situation, the other GDI Certified Sales Representative will respectfully support the GDI Certified Sales Representative who is credited with registering the Commercial Account by behaving in a professional manner and will discontinue pursuing that Commercial Account.

- Once a Commercial Account is registered (and posted to the on-line "Registered Commercial Accounts") by a GDI Certified Sales Representative, other GDI Certified Sales Representatives have 5 business days to submit any qualifying correspondence with that specific Commercial Account to prove they have obtained the required documentation first (by date/time) earlier than the GDI Certified Sales Representative who initially registered the Commercial Account. In the event of this occurrence, the GDI Certified Sales Representative who proves that he/she obtained the required documentation first (by date/time) will have that Commercial Account registered in his/her name. In this situation, the other GDI Certified Sales Representative will respectfully support the GDI Certified Sales Representative who is credited with registering the Commercial Account by behaving in a professional manner and will discontinue pursuing that Commercial Account.

Required Steps To Register For Trade Shows:

GDI encourages Sales Representatives to market Xp3 in a variety of ways. Trade shows are an excellent way to get in front of a large number of potential clients who would be interested in Xp3. In an effort to assist GDI Sales Representatives who wish to attend trade shows as vendors, we have created a "GDI Trade Show" registration process. Our goal is to provide a simple system to help Sales Representatives verify whether other sales representatives are applying for the same shows and whether the estimated show attendance qualifies for multiple Sales Representatives.

- Prior to submitting your application for a trade show, please check the "Trade Shows" button in the Peak Advantage Training Library. In the site, you will be able to verify if other Sales Representatives have registered for that specific trade show AND if the estimated attendance for the show warrants having multiple GDI Sales Representatives.
  - *In order to ensure an appropriate ratio of GDI Sales Representatives to attendees at each show, GDI requires the following Sales Representative to estimated show attendance ratios:*
    For shows with an estimated attendance less than 50K people = 1 GDI Sales Representative
    For shows with an estimated attendance between 50K to 100K people = 2 GDI Sales Representatives
    For shows with an estimated attendance of more than 100K people = 3 GDI Sales Representatives
- Once you decide to apply for a trade show, please email support@peakadvantagesales.com with the trade show name, date, estimated attendance, and location.
  - *When registering for a trade show, the GDI Sales Representative must have Xp3 as part of the booth name in the application.*
- Upon receiving confirmation of your acceptance into the trade show, please email support@peakadvantagesales.com and notify us of your acceptance, so we can update the website accordingly.

By signing your name below, you are agreeing to comply with the Code of Ethics for Acquiring Commercial Accounts. This is a legally binding document and contains bylaws and rights designed to protect Global Diesel Innovations and the GDI Certified Sales Representative. Abuse of the Code of Ethics is subject for termination and the loss of Commercial Certification and any subsequent Commercial Sales Commissions with Global Diesel Innovations.

Print Name _____

Signature _____ Date _____