

Aileron's Non-Solicitation Policy: "Clients Can Buy, But No One Should Sell"

Aileron strives to create an environment where our clients can focus on implementing professional management. With this goal in mind, we ask everyone to **refrain from "selling"** their products or services while at the campus or at Aileron events.

We realize that networking is an important part of everyone's business; as relationships are built *between* individuals working with Aileron, there may be new opportunities to work together. This is great! However, *we never want anyone to feel like they're being sold to* while working with Aileron. Therefore, if your intention for getting involved with Aileron is to network, gain credibility for your company, or generate new business, please understand that Aileron is not the appropriate environment for these activities. Additionally, if you witness or feel like another individual is *"selling"* their products and services, please advise our Director of Client Relations, or any available Aileron Staff Member.

If we all do our part, Aileron clients will continue to enjoy a learning environment where they can focus on building their business and taking its performance to the next level!

FAQ:

What does "buying" look like?

- Two clients meet at an Aileron offering. They exchange business cards. The **buying client contacts the seller** and initiates a buying relationship.
- A client participates in an offering led by an Aileron Contributor. After the offering, **the client approaches the contributor** and inquires about a personal engagement. The Contributor provides a quote for services, and the two establish a working relationship.
- An **Aileron client asks a contributor** to facilitate a meeting or to educate their team on a topic. The meeting could occur on or off the Aileron Campus.

What does "selling" look like?

- Someone initiates a conversation where they promote their product or service, or provides unsolicited information aimed at generating new business.
- Someone brings literature to campus to promote their product, service, or company.
- Someone whose reason for working with Aileron is to find new business.
- Someone who collects business cards, then proactively initiates contact later for sales purposes.

What are the repercussions of "selling"?

- The individual who is selling may be prohibited from further involvement with Aileron.