



Telecommunications
Industry
Ombudsman

TIO Good Industry Practice Guide for Sales

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About this Guide

This guide outlines what we think is good industry practice for selling goods and services.

We expect providers to play a leading role in the responsible selling of goods and services to consumers of all kinds in our community.

Good industry practice is different to minimum legal obligations for providers.

These obligations are set out in:

- Telecommunications Act 1997
- The Australian Consumer Law
- The Telecommunications Consumer Protection Code 2019

Good industry practice is also set out in the following guide:

- The ACMA's Consumer vulnerability: expectations for the telecommunications industry

We expect consumers to participate with providers in finding ways to resolve their complaints.

We always consider the circumstances of each individual complaint when deciding on fair and reasonable resolutions. You can see our Fairness Framework [here](#).

Examples of Good Industry Practice for Sales

Good industry practice is where providers sell responsibly to all consumers and follow up with after-sales service. This may include:

1. Clear information about goods and services before sales

1.1 We expect providers to give consumers:

- Clear, accessible and complete information about products and services in marketing material across all contact, marketing and sales channels
- Clear, accessible and complete information about cancellation, especially those with device contracts on fixed terms
- Consistent information across all contact, marketing and sales channels and at points of sale
- Accurate information about mobile coverage and service quality in areas consumers identify
- Information about how they can use translation services
- Information about how they can access providers' policies on:
 - domestic and family violence
 - financial hardship.
- Information about how they can complain to internal dispute resolution and external dispute resolution services.

2. Train their staff to responsibly sell goods and services

2.1 We expect providers to train their staff to:

- Responsibly sell goods and services
- Meet consumers' telecommunications needs when they sell goods and services
- Treat all consumers fairly
- Identify, recognise and appropriately engage with consumers experiencing:
 - disability
 - vulnerability
 - domestic and family violence
 - financial hardship

- low levels of literacy or numeracy
- chronic or serious illnesses
- language difficulties
- Know when and how to refer consumers to relevant third parties, such as financial counsellors or community services
- Explain in plain English, or their preferred language with interpreters, complex products and services to consumers
- Help consumers choose products and services that suit their individual needs
- Speak with consumers about:
 - affordability
 - ongoing costs
 - the terms of agreements
 - what happens when consumers cancel services
- Give consumers time to consider information about products and services, and compare offers
- Recognise when consumers are unsure, and suggest they take their time to discuss offers with others
- Before consumers buy goods and services, always show them Critical Information Summaries
- Never pressure consumers to buy goods and services
- Where consumers display vulnerability when using technology, adapt their approach to those consumers' needs
- Not sell to consumers under the age of 18
- Recognise when their staff demonstrate responsible selling practices across all sales channels and at points of sale.

3. Support consumers after sales

3.1 We expect providers to:

- Support consumers with after-sales service
- Follow up with consumers after sales to ensure ongoing satisfaction
- Respond to consumers' concerns promptly
- See consumers' concerns from their points of view
- Work with consumers on solutions before their concerns become problems

- Refer consumers to the TIO when they are dissatisfied with provider responses.

References

For more information, please see our:

- [Good Industry Practice Guides](#)
- Guidance Documents (Available on the [TIO website](#) from 1 July 2025)
- [Terms of Reference](#)