# OSMIUM

## WHAT ETHICAL SALES MEANS TO US

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# What constitutes our path

Osmium is a metal that evokes desires and promises to make dreams come true.

Individuals who come into contact with Osmium or hear about the superlative metal inevitably come to think that Osmium is the ultimate way to multiply money and safely invest in real assets.

We, as the Osmium-Institute, share these hopes and wish every owner of Osmium the best possible future sale as well as a preferably good preservation of value or profit.

However, we have learned that whenever people think about the future, the wish becomes the father of thought and overinterpretations of statements lead to misguided decisions.

The Osmium-Institutes have an important task. They inform about Osmium. This generally includes reporting on the metal itself, its physics, its chemistry and its crystallization. On the other hand, the focus is also to “keep both feet on the ground”.

Any information that originates from the Osmium-Institutes must have a scientific basis, must be correct in its presentation and must be presented in the right way.

Especially in marketing and sales, it is important to know all facts, ask questions and lend an ear to the answers. Facts must be separated from presumptions.

Of course, unsolved subjects may also be addressed and presumptions or expectations may be discussed. However, it is vital to subject all issues and explanations to clear labelling in regard to their factual value.

Only a truly neutral explanation conforms with the behavior that we expect from every sales partner, tipster, wholesale partner, advisor or state institute partner.

This includes learning the most important facts and passing an examination. In the time after the exam, checking the facts and vision is always the most important task in regard to every bit of information that is passed on and must be in the interest of the future owners of Osmium.

As it is also stated in the ethical sourcing documents, it applies that every partner holds the responsibility to maintain transparency.

- **transparency**
- **responsibility**

# What information accounts for

Every Osmium-Institute stands for transparency and world-openness combined with technical innovation. In our globalized world, it is easy to quickly lose oversight. Fakenews and incorrect information exist at the most varying and often even highest places.

For this reason, every employee, every assistant and every dealer is subject to the principles of **ethical sales**, which we perceive as a matter of course and which have therefore been deeply embedded into the company profile.

With Osmium, we hold a treasure in our hands which we can utilize for the wellbeing of society.

We aim to shape modern sales in an honest way and establish this free of envy and frustration.

What are the principles of ethical sales:

- passing on information only from secure sources
- honest advice and honest communication
- no use of nlp
- no creation of selling pressure
- no usage of so-called misleading „factual information“
- no infringement of data protection
- no infringement of the law

These principles are a clear quasi-axiom for moral people. Meaning an approach that is lived by a person who follows ethical principles and which requires no admonition or schooling to do so.

In order to follow these principles, there are instruments available that provide information and allow you to deal with questions around Osmium critically.

Questions which are asked by employees or clients are answered by the Osmium-Institutes and publicly made available as FAQs.

Resulting from this are the following sources for factual information:

- www.osmium.info/en
- www.osmium.com/en
- www.osmium-institute.com/en
- FAQ list of the Osmium-Institutes
- Non-fiction books as brochures of the Osmium-Institutes

# Improvement around information

The Osmium-Institutes are confronted time and again with the question of how information gathering, information processing and disclosure of information can be improved.

On the other hand, they have to make sure that the “silent post” problem is clearly solved.

For this reason, the same factual sources in the Osmium-Academy are made available to all persons that are in contact with the Osmium business.

An exam is taken with the help of the gathered information. Persons who do not participate in the exam or don’t pass the exam are not admitted to become sales partners by the Osmium-Institute. They also don’t receive a commission. In serious cases or in the event of repeated violations, a distribution ban can also be imposed.

- In what way are the **ethical sales** monitored?
- How are incentives created in order to lead employees onto a path of morally and ethically acceptable behavior without pressure?

Management and directorate have the task of exemplifying this behavior in all cases. Employees are supported in all processes of sales and may and should ask all questions which they perceive as unresolved. In the HR-area of the Osmium-Institutes, all sales partners are questioned and evaluated in regard to their suitability for ethical acting.

The commission model and the trading model were provided with sufficient commissions and trading discounts, so that the necessity of having a pushy attitude toward the client during a sale never arises.

# Trust is good,…

- How can control be configured without ending in surveillance?

Principally, the Osmium-Institutes rely on the independent actions of the sales partners. However, trust may be good, but sporadic control is at least helpful.

For this reason, clients are questioned about their satisfaction and new sales partners are questioned about their satisfaction with the onboarding procedure.

All processes of distribution are constantly questioned and improved if necessary.

**Because:**

End customers are confronted with the challenge of informing themselves well before making a decision. When doing so, the following obstacles often stand in the way of information procurement:

- Lack of knowledge about the internet sites that can serve as a scientific source
- Insufficient time for research
- Insufficient assessment of source and credibility
- Insufficient experience in the assessment of press articles and news

This difficulty is increased by the well-oiled machines of lobbyists, marketing experts and influencers, who “improve” facts, “beautify” facts and “hype” opportunities in their own interest.

On the opposite side of the information jungle stand the parties that try to undermine actual good headlines and facts in order to sell a different product, also in their own interest.

Essentially, the question is always whether a party makes its own product look good or makes all the other products look especially bad in order to present their own product as the only viable alternative.

The sales department of a company in such a sensitive market such as the precious metals market must essentially take on the task of cataloging and evaluating this diversity of information.

Hereby, the principle of responsibility again becomes very important, because the people who wish to protect their wealth in form of real assets must be able to assess the risks that such a market is succumb to. For this reason, clear explanations about risks must not be missing or be incomplete when pointing out possible opportunities.

Also, the assumption of responsibility without transparency is not possible, because as soon as incidents that exclude transparency run their course, the responsibility toward third parties cannot be claimed by them. It thereby loses its value.

With crystalline Osmium, the Osmium-Institute has made it its task to introduce a transparent and ethically acceptable product to the market. We are aware that exactly this initial decision must be the cornerstone in order to bring crystalline Osmium into circulation.

The institute sees itself in duty of schooling connected and free sales partners and trading partners and, as a company of the commodity trading business, doing everything imaginably possible to ensure clarity persists in exactly this controversial field.

# What stands in the way of ethical sales?

Whenever the distribution department sells, the employee or freelance representative is in the complex situation of representing his product, answering open and honestly, giving good advice and acting in his/her best knowledge and faith.

The situation becomes complex for him/her when any positive presentation of a product initially makes the sale seem more likely, yet the border of positive presentation can at first reach to overstatement, then to untruth and lastly to a lie.

Every customer primarily wants and wishes an open partner in sales who highlights all sides of the product and creates a good basis to make a decision, which can be confirmed by the client through fact-checking without any questions being left unanswered.

An important principle of sales is: Choose the right product, not the best product presentation.

Ideally, product and presentation both turn out to be useful to the client. For this reason, product selection is the top priority. If you are not convinced by the represented product, you will also not be able to represent it.

Risks and misinformation around Osmium occur through several factors that should absolutely be presented to every client, so he/she won't be tempted onto a wrong path for his/her profile.

Because, the following is correct:

- Osmium is no financial product, but a real hard asset
- Osmium doesn't pay dividends or interest
- Osmium is subject to a volatile spot price
- Osmium is sold in a non-liquid market

Making a contrary statement is illegal and is punished by the Osmium-Institutes by exclusion from the sales structure.

Osmium institutes reserve the right to exclude sales employees and tipsters

- if they are or were involved in the sale of non-ethical capital investment products,
- if they are involved in legal proceedings that evolve around financial fraud,
- if they give off the impression of acting immorally,
- if they have made claims that are untrue or can be classified as being overstatements.

Resentment and envy between the employees must also be avoided by all means.

For this reason, the Osmium-Institutes maintain a complaints office in the directorate to which employees and sales and trading partners can turn to if they suspect that partners in distribution are not meeting the standards of ethical sales or are consciously undermining them.

Ethical sourcing also states that all employees must be aware that the detection of abuses is an achievement of companies that has no unpleasant consequences for the employee, but is a desired team process.