



## CEC – Agent Deviation

**Guidelines** CEC agents should only quote the retail price unless presented with a valid price match.

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**Process** When a price needs to be adjusted to beat a competitor, the agent must have clear notes on the Layaway/Quote to notate the deviation is for a price match and the name of the competitor that was validated.

If the customer requests any deviation other than price match or active promotion, inform them that you will notate it on the Layaway/Quote and further negotiations will be discussed at the store

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**Contact** Please see your assistant manager if you have any questions.