



ETHICAL SALES

Here's a question: do you really believe what you are selling meets the needs of your clients? The success of your business may depend on the answer.

SELLING a vision you don't believe in is no easy task - you probably wouldn't enjoy doing it and both your team and customer definitely wouldn't enjoy hearing it.

Salespeople who lie dishearten me. Astonishingly, there are still supposed sales experts and even company leaders using antiquated approaches to sales with dishonest techniques they pass on to new staff members.

I choose to believe most people know the boundaries of right and wrong, so I am continually questioning how such tarnished tactics evolve.

Sales and solid business success are about building relationships and I'm sure you've all heard the saying about a relationship built on lies - it doesn't work.

Ask yourself: are you just pretending so you can make a quick sale? Is what you are saying true or are you exaggerating, distorting the facts or embellishing the product or service? And for what, a quick win?

Those in it for a quick win are focusing on the short-term gains and the immediate sale rather than looking out for long-term business growth and sustainability. ▸



GROW YOUR BUSINESS AND PLAN FOR THE FUTURE

WHK Greenwoods (WHK), one of the fastest growing accounting and advisory firms in Cairns, has been awarded a Federal Government Grant to help guide and educate small business owners about how to further develop their businesses and plan for the future.

Beginning in September, WHK will implement a series of 10 information sessions, followed by several workshops. These insightful sessions will provide participants with an appreciation and greater understanding of how to:

- Plan for retirement
- Maximise the value of their business
- Minimise taxes and
- Transition their business and wealth to the next generation

Practical case studies and easy-to-follow steps for implementation will also be provided.

When: 5:30pm Wednesday 12th September

Where: Sofitel Reef Hotel Casino

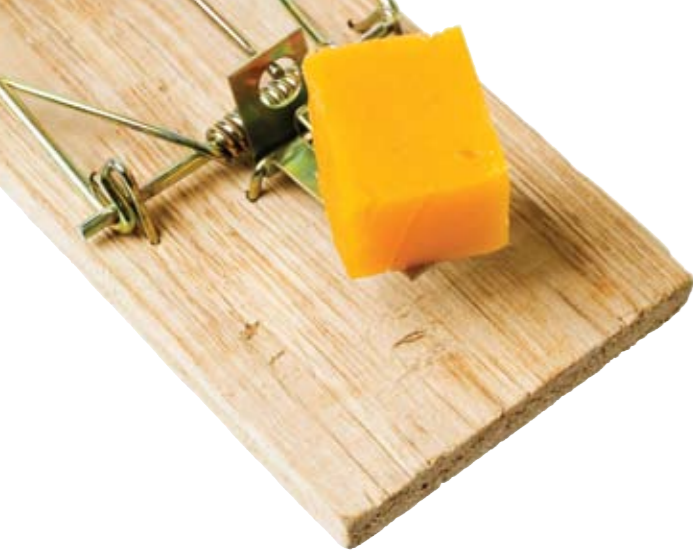
Cost: Seminars are free of charge and workshops will cost \$165 per person

For more information contact Adam Volcov

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a bad salesperson and they'll probably tell you dishonesty and a failure to develop a genuine relationship rank highly.

If you've ever been on the receiving end of a negative sales or service experience, you would know that bad news travels much faster than good news. Don't get your customers talking for the wrong reasons.

Being completely honest and open is the best way to go about dealing with clients. Not being able to meet their needs is not the end of the world. Honesty in sales is an attractive quality in the eye of the consumer and even if they go somewhere else this time, your hard work will more than likely pay off in a return visit or referral.

Continual sales are a bi-product of honesty, integrity and fairness. A good reputation is a powerful tool for all salespeople, so be proud of your products and service and pass that interest and passion onto your clients.

Tracy Benson
Benson's Business Training
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Being constantly aware of personal internal drivers and motivators is vital if you are in the business of honest and ethical sales. Are you actually being true to yourself?

Think about the money you spend on marketing – trying to find the right staff and clients. Once they're in the door, don't tempt them to turn away. A failure to get to know your clients on a genuine level will lead to the loss of valuable customers and team members.

An ethical salesperson will look after clients with complete clarity and honesty. If you can't offer them something that matches their needs, then simply let them know. Ask any client what makes

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For further information contact Roger Millroy at CRGT on 4046 4063

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