
Do You Sell With Integrity?

I couldn't believe my ears. The equipment manufacturer's sales representative said, "What's the big deal? Everyone including my boss knows about this little 'arrangement.' We do what we have to do to make the sale."

A New York City commercial printer was asked to attest that he was trading in a competitive brand non-existent press in order to receive a bigger discount. Who's it hurting?

Does that question bother you? Is lying okay if no one gets hurt? Who has the right to ask customers to compromise their ethics in order to make a sale? Who decides if there is an injured party? Let's not get the attorneys involved!

As long as the printer lied, he would receive the "competitive equipment replacement discount" and everyone would go home happy. The printer hadn't spotted the fake trade-in document. It was uncovered during preparations for a lease contract review and negotiation.

An isolated case? Hardly! Within a few months, another fake trade-in surfaced in Missouri. Same set up but this time the scam creator was a dealership owner.

Against recommendations, both printers acquiesced in order to receive the so-called competitive replacement deal. They both said that saving the perceived \$4,000-\$7,000 was worth it to lie.

The Lucky Day Discount

Why couldn't the discount be explained in a truthful way? Call it the "Tuesday discount" or the 'lucky day discount.' "My boss is feeling generous and I can offer you a once-in-a-life-time deal." When companies brag that they set records by displacing more competitive equipment than ever, the bodies are buried.

Don't put your customers in this compromising position. Do business with integrity. You'll sleep peacefully.

Mary A. Redmond

Mary A. Redmond, The FearLess Negotiator, works with business professionals who want to become stronger negotiators. After attending one of her workshops or coaching sessions, clients feel more confident in stressful business situation whether they need to close bigger and more complex sales, secure the perfect new job, ask for that well-deserved raise or improve communication with their colleagues, bosses or families.