

Ethics Questionnaire for Sales Managers

Where do you stand on the following issues? (circle your choice for each item)

Sales Management Activity	Yes	No	Depends	Don't know
Providing prospect/customer's names to a supplier/partner.	Yes	No	Depends	Don't know
Using company resources (e.g. office equipment) for personal use.	Yes	No	Depends	Don't know
Accepting corporate hospitality in exchange for personal/professional gain.	Yes	No	Depends	Don't know
Condoning false or misleading advertising by your company	Yes	No	Depends	Don't know
Discriminating against staff on the basis age, colour, religion, gender etc.	Yes	No	Depends	Don't know
Asking a friendly buyer to supply information on a competitor's product	Yes	No	Depends	Don't know
Recruiting/promoting staff on the basis of family ties or friendship.	Yes	No	Depends	Don't know
Blaming subordinates for mistakes.	Yes	No	Depends	Don't know
Asking your sales staff to carry out a task they disagreed with.	Yes	No	Depends	Don't know
Minimizing the achievements of colleagues in front of others.	Yes	No	Depends	Don't know
Giving out personal or organizational information to others.	Yes	No	Depends	Don't know
Covering up mistakes and shading the truth to senior management.	Yes	No	Depends	Don't know
"Massaging" or fail to provide a clear picture of sales to staff and senior management.	Yes	No	Depends	Don't know
Meeting sales targets at all costs without regard to your sales team.	Yes	No	Depends	Don't know
Rewarding your salespeople differently or making discretionary awards based on whether you like an employee or not.	Yes	No	Depends	Don't know
Manipulating performance indicators to reach targets.	Yes	No	Depends	Don't know
Criticizing your organization to customers/competitors.	Yes	No	Depends	Don't know
Having your sales staff sign/abide by a Code of Conduct and hold them to it.	Yes	No	Depends	Don't know

Tip: Create sales and marketing scenarios based on past experiences and use them as a basis for discussion at sales meetings. Discussing ethical issues without laying blame will help create a culture of open dialogue and stimulate ideas and valuable thought processes.