

Ethics Questionnaire for Sales Representatives

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

| Sales Activity | Yes | No | Depends | Don't know |
|--|-----|----|---------|------------|
| Providing free lunches/entertainment for prospective clients | Yes | No | Depends | Don't know |
| Giving preferential treatment to firms who supply your company. | Yes | No | Depends | Don't know |
| Charging higher prices to lower volume buyers when real cost difference is non-existent | Yes | No | Depends | Don't know |
| Asking a friendly buyer to supply information on a competitor's product | Yes | No | Depends | Don't know |
| Not informing potential buyers about an upcoming new model which will void their purchases | Yes | No | Depends | Don't know |
| Selling a technically inferior or outdated product to an unsuspecting buyer | Yes | No | Depends | Don't know |
| Snooping around an open shipping door at a difficult prospect's plant | Yes | No | Depends | Don't know |
| Helping a client avoid sales tax by "revising" the numbers on an order | Yes | No | Depends | Don't know |
| Exaggerating claims of effectiveness of a new product to get the sale | Yes | No | Depends | Don't know |
| Overhearing a competitor discuss their new pricing structure and emailing it around the company | Yes | No | Depends | Don't know |
| Providing high ticket gifts to an established customer in return for a new contract | Yes | No | Depends | Don't know |
| Agreeing to a key account request for a ten percent kickback on a large order | Yes | No | Depends | Don't know |
| Closing a deal for an order with another rep's customer and not disclosing this to the other rep or your sales manager | Yes | No | Depends | Don't know |
| Criticizing your organization to customers/competitors. | Yes | No | Depends | Don't know |
| Falsifying sales expenses to a client account which was not incurred to win business | Yes | No | Depends | Don't know |