



Business Ethics for Sales Professionals

Course Introduction:

This course provides an in-depth exploration of ethical principles and practices relevant to sales professionals. Participants will learn how to navigate ethical dilemmas, foster trust, and build long-term relationships with clients while maintaining integrity.

Course Objectives:

Upon the successful completion of this course, each participant will be able to:-

- Understand the importance of ethics in sales.
- Identify common ethical challenges faced by sales professionals.
- Develop skills for ethical decision-making and behavior.
- Learn techniques for building trust and credibility with clients.
- Explore organizational policies and legal regulations related to sales ethics.

Who Should Attend?

- Sales professionals and representatives
- Sales managers and team leaders
- Marketing professionals
- Business owners and entrepreneurs
- Anyone involved in sales and client interactions

Course Outline:

Day 1: Introduction to Business Ethics

- **Morning Session**
 - Overview of business ethics: definitions and significance
 - Importance of ethics in sales: trust, reputation, and long-term success
- **Afternoon Session**
 - Key ethical principles: honesty, integrity, fairness, and respect
 - Discussion of ethical frameworks and decision-making models

Day 2: Ethical Challenges in Sales

- **Morning Session**
 - Common ethical dilemmas faced by sales professionals (e.g., pressure to meet targets, misrepresentation)

- Case studies on ethical breaches and their consequences
- **Afternoon Session**
 - Group discussion: Sharing personal experiences with ethical challenges
 - Identifying red flags in sales practices

Day 3: Ethical Decision-Making

- **Morning Session**
 - Techniques for ethical decision-making: analyzing situations and evaluating options
 - Tools for assessing the ethical implications of decisions
- **Afternoon Session**
 - Hands-on workshop: Role-playing ethical scenarios in sales
 - Developing a personal code of ethics for sales practice

Day 4: Building Trust and Credibility

- **Morning Session**
 - Strategies for establishing trust with clients: transparency, communication, and reliability
 - Importance of delivering on promises and commitments
- **Afternoon Session**
 - Techniques for effective communication and active listening
 - Group activity: Practicing trust-building conversations

Day 5: Organizational Policies and Legal Regulations

- **Morning Session**
 - Overview of organizational ethics policies and their role in sales
 - Relevant laws and regulations affecting sales practices (e.g., anti-bribery, consumer protection)
- **Afternoon Session**
 - Developing an ethical sales culture within an organization
 - Group presentations on ethical sales strategies
 - Conclusion and distribution of certificates of completion

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques

- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Fees:

To be advised as per course locations. This rate includes participant's manual, Hand-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session