

THE INTEGRITY CHECKLIST



- Am I willing to tell a customer my solution is not the correct answer for them?
- Will I refer a customer to a competitor if they can serve them better?
- Do I resist pressure to reduce a price or offer more to close a sale?
- Do I demonstrate integrity with the offers I make to a customer by not making special exceptions to close a sale without a solid reason?
- Will I help the customer after the sale to ensure their expectations are met?
- Do I change my value proposition or make sketchy claims when needed to help me make my quota?
- If a customer's expectations post-sale fall short, do I pass the blame or own the relationship?
- Is everything I say 100 percent factual?
- Do I ensure the customer's expectations from what I sell are achievable?
- Do I refrain from speaking negatively about a competitor or any of their products?
- Am I fully protective of my language and actions at all times to ensure that nothing I do or say puts me in a negative light?
- Am I willing to help my customers and prospects even when there is nothing in it for me?
- Do I celebrate my peers' success instead of being envious of it?