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## Welcome back to "Sales Sagacity!"



Recent business headlines have affirmed that **growth without integrity is like the proverbial building built on sand** (can you say Enron?).

**A sales force is the front line** in establishing a company's reputation for **integrity**. Something we'll reflect on ... this month in *Sales Sagacity!*

To all my friends, colleagues and associates: My warmest wishes for a wonderfully blessed holiday season and a Happy New Year!



Ron Visocchi  
Managing Partner and *Sales Sage*

## Building Sales on Integrity



We are all painfully aware that the boom of the nineties was not without corruption. And while "C" level individuals have been spotlighted for their misdeeds, **integrity is in the hands of every employee** ... to build or destroy.

**Solid sales growth must be built on integrity.** You hopefully agree, but how would you define integrity to your sales force?

Now comes the *serious reflection*. Notice, *in the above graphic*, how the foundation runs deeper than the structure; it could stand up under great pressure. **But how does that relate to sales people with integrity, you ask?**

- ❖ **They don't forfeit honesty or ethics, even under great sales pressure.** They are professionally aggressive, but always with unassailable conduct.
- ❖ **They keep their promises;** they are **accountable** and **reliable**.
- ❖ **They are always concerned about completing the business cycle in a way that is best for their customer and their company.**
- ❖ **They have courage, character and principal.** You can rely on them to always do the right thing (*whether someone is checking or not*).
- ❖ **They quickly admit and address mistakes;** there is never an attempt to cover up the truth, whatever the consequences. They are never arrogant.
- ❖ **They behave without duplicity or hypocrisy;** they are skillfully convincing without being manipulative.

## Sales Tip of the Month

- ❖ **Integrity is a legacy,** both for your company and you personally.
- ✓ **Standards of integrity transcend people and organizations;** it is the foundation upon which everything must be done.

## About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven disciplines and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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