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Lee Milteer is an Intuitive Business Coach, Award-Winning Professional Speaker, and TV Personality who has counseled and trained over a million people throughout her career. Lee is the founder of the [Millionaire Smarts® Coaching Program](#) and is also a best-selling author of educational resources like [Success is An Inside Job](#) and [Overcoming Unproductive Behaviors](#). Find out more and sign up for no-cost success resources at www.milteer.com.

The Power of Truth, Integrity, and High Ethics

By Lee Milteer

One of my jokes in life is that I would make more money if I did not have personal integrity. How important is truth in today's world? As a salesperson (*and remember, we're all in sales*), one of the biggest misconceptions of our profession is that we will say anything to make a sale. To the public, and sometimes to ourselves, it appears that the end objective is more important than telling the truth. That is just not true for the conscious salesperson. Our job is to find the benefits and value of our product or service for our prospects and tell them the truth.

When it comes to making a sale, what are your ethics? You can have average ethics and give the customer fair exchange for their money, no less, no more, which is how the average salesperson operates. A conscious salesperson wants to operate from maximum ethics, where you don't just ask how to get more sales but how to give more and better service to your clients. When you offer exceptional service, you impress your clients with more than they expected. One of the best reasons to employ maximum ethical standards and behavior in sales is simply peace of mind.

Dan Kennedy, who has been my friend and mentor for many years, suggests that maintaining integrity and high ethics are some of the most important aspects to long term success. He says, "Personal faith is not usually a topic entrepreneurs discuss openly, but just about every highly successful person I've ever known has a very definite set of spiritual beliefs and, as a result, acts with faith. For me, faith is based on four simple ideas:

1. There is a plan and purpose behind our lives.
2. We're here to learn some things and to accomplish some things.
3. We were intended and are invited to live prosperously.

4. When operating within certain parameters, we have every reason to expect positive results.”

He goes on to say, “This solid expectation of positive results empowers you to cut through the clutter and confusion of self-doubt, fear, criticism, cynicism, negativism, and other obstacles.” The point here is that when you pursue your goals as a salesperson, they must be achieved by enriching others, not at the expense of others. You must accept responsibility for your own actions.

William F. James, founder of Boys Town, Missouri, said that there are only three things necessary to success: first, normal intelligence; second, determination; and third, absolute honesty. One cannot be a little dishonest; it’s all the way or nothing.

The problem is that most people really don’t know their own personal truth. As kids we were taught always to tell the truth and that honesty was the best policy. The bad news is that kids watch adults lie and get away with it all the time on television, in the movies and in real life. Kids notice that often, when you tell the truth, it can upset people and you might even get punished.

Since most people want to avoid conflict and confrontation we get in the habit of not telling the truth to avoid any upset it may cause. The truth gets told only when it is to our advantage to share it. Without realizing it, we sometimes don’t tell the truth just so we can fit in with society’s expectations. As salespeople, we have sometimes stretched the truth to make the sale.

This serious problem of inconsistent truth telling is blurring moral and ethical lines. When we lose our morals and ethics, which are our own personal truth, we actually lose the essence of ourselves. When we stop telling the truth, we lose integrity with ourselves. If you cannot trust yourself you cannot trust anyone. This sad state of affairs will never bring you peace of mind or happiness, much less success! If you have sales people representing you and your business I am going to recommend my book: *Spiritual Power Tools for Successful Selling*. This book is ideal for those who want to learn why successful selling doesn’t mean selling out your own spiritual principles, values, and morals.