Ethical Decisions in Sales

Kristen Armstrong

Bryant & Stratton College

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 Jennifer DeRosa

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**Introduction**

In these three scenarios I explain in my own words in my own feelings how they should be handled. There are many ways that someone can be unethical. Sharing personal information , padding milage, and bribing clients are just a few ways.

**Scenario One**

**WEEK 3: PORTFOLIO PROJECT ETHICAL SCENARIO 1:**

In this scenario there are many stakeholders that will be affected if I were to do the unethical thing and share personal information with someone who has no need to know the information. Not only would I be affected, my friend would be affected, my customers would be affected, as well as my friend’s customers. My company would also be affected. We could lose our customers as well as make a bad reputation for ourselves with customers and potential customers. It could also make a bad reputation for my friend’s customers and potential customers. Her husband’s company could also suffer the affect. To me in the corporate world a company’s reputation is part of what can make or break a company. If someone or someone’s chose to be unethical it would not affect just those individuals. It would affect many individuals.

I would explain to my friend that it is unethical to share other companies’ private information with someone. That my customers trust me and my company to keep their private information private. I would also have to explain to her that there would many people affected by the sharing of this information. I would remind my friend what ethics stands for and part of that is trustworthiness as well integrity. That I know deep down as well as she does that, she doesn’t truly want to do something that would weight on her conscience and make her regret her decision. Nor would she want to put herself, her husband and their companies at risk.

**Scenario Two**

**WEEK 5: PORTFOLIO PROJECT ETHICAL SCENARIO 2:**

In this ethical scenario the ethical dilemma is whether I should pad my mileage or not. I

know that others in the company are doing it and getting away with it. I am not sure that

I would feel comfortable doing so. I do need the money, and driving is adding more

wear and tear on my car right now. The guilt is not worth the lie for me.

If I chose to pad my mileage, there is a chance that my boss won’t find out about me

 doing so. But if he were to then I would more than likely lose my job. Personally, doing

so would weigh heavily on my conscience, I would feel like I was doing something

wrong. I would know that I did not earn that money legitimately and truthfully. There is

also, a chance that if I am caught then my fellow employees would also be caught. I

would feel like I was stealing money as well as time from my company.

From my perspective I would just continue to do my job the correct way. I would also let

my fellow employees know that what they are doing is in fact ethically wrong and is

against company policy. That they should earn their money the correct way, the way the

company has trained us to do our jobs. It is not ethical to steal money or time from the

company you are working for. I would work a little harder, and longer days if that was

what was needed. Stealing is simply wrong as well as unethical.

**Scenario Three**

WEEK 6: ETHICAL SCENARIO 3:

The ethical dilemma in this scenario is that the sales rep would basically be paying the doctor off for prescribing his drug. It is an integrity dilemma as well as bribing the doctor. It shows that the doctor as well as the sales rep are untrustworthy. The stakeholders that are affected by the situation are the sales rep, the retiring sales rep, as well as their company. The doctor and her husband as well as the doctor’s practice are also affected stakeholders in this situation.

If I were in this situation, I would ask myself if the sale was worth the amount of weight on my conscience knowing that I was using bribery to increase my sales. I would also wonder and want to know how many others that he is bribing to get the increase in sales. I think that I would the sales rep that I am taking over for that I would not use bribery to get a sale that I would rely on my own knowledge and get the sales the way that I feel is most comfortable with me. I would also have to let the doctor know that that is not how I conduct myself nor my business and that I would not use bribery to sell my products. I feel that my products are a great product and that they will be beneficial to her, her patients as well as her practice. I stand behind the product and support it all the way.

In conclusion, there are many ways to be unethical in a business setting or even in your personal life. Sharing employees personal information with another company, padding your milage to cut corners on your job, even bribing your clients. All of these things and many more things are ways that someone can be unethical.