



Your Sales Code of Honor: The 12 Commitments of Sales

Instructions: Create your commitment statements in your own words for each of the 12 Commitments for Sales. Be resolute to committing yourself. Use your statements to form your Sales Code of Honor.

A commitment to long term relationships means approaching every new conversation as the beginning of an ongoing partnership, not a one time opportunity to close.

Examples:

- I treat every new prospect as someone I may work with for years
- I prioritize the future relationship over the immediate outcome
- I make decisions I would feel confident revisiting later

A commitment to truth means answering questions directly and honestly, even when a transparent answer may reduce immediate momentum or make a sale less likely.

Examples:

- I answer questions directly even when it may slow the sale
- I do not distort or soften facts
- I correct misunderstandings immediately

A commitment to the prospect's best interest means filtering every recommendation through what benefits the client not what benefits commission or convenience.

Examples:

- I recommend what is right for the prospect
- I do not allow commission to influence decisions
- I consider long term impact

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A commitment to fit means recommending a solution only when a situation clearly justifies that solution and withholding recommendations when alignment does not exist.

Examples:

- I only recommend solutions that clearly match needs
 - I say no when a solution is not a fit
 - I help identify better alternatives
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A commitment to clarity means explaining ideas and outcomes in a simple direct way that can be easily understood without hiding behind complexity.

Examples:

- I explain in plain language
 - I avoid jargon and confusion
 - I confirm understanding
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A commitment to listening means giving full attention and seeking to understand before responding while asking clarifying questions.

Examples:

- I listen fully without interrupting
 - I ask clarifying questions
 - I reflect back understanding
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A commitment to autonomy means allowing the prospect to think evaluate and decide at their own pace without pressure or manipulation.

Examples:

- I respect decision making pace
 - I avoid pressure tactics
 - I support independent thinking
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A commitment to transparency means openly sharing risks downsides trade offs and limitations before any decision is made.

Examples:

- I share risks upfront
 - I do not hide trade offs
 - I ensure full understanding
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A commitment to ethical influence means refusing to use manipulative tactics or persuasion techniques designed to override sound judgment.

Examples:

- I do not use manipulation
 - I avoid misleading framing
 - I communicate with integrity
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A commitment to trust building behavior means earning trust through consistent honesty respect and alignment not through tactics.

Examples:

- I build trust through actions
 - I follow through consistently
 - I communicate with respect
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A commitment to responsibility means standing behind every recommendation made and owning the outcomes that follow.

Examples:

- I stand behind recommendations
 - I take ownership of outcomes
 - I remain available after decisions
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A commitment to discernment means walking away from opportunities that do not make sense for the prospect even when a sale is possible.

Examples:

- I walk away when it does not make sense
 - I do not chase every deal
 - I prioritize integrity over closing
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Your Sales Code of Honor: The 12 Commitments of Sales Sales Code of Honor Commitment

I commit to upholding these standards in every sales interaction.

Signature

Date