

Self-Integrity and the Impact on Sales Productivity

The most trusted professionals' surveys show salespeople near the bottom, one above politicians.

In a sales context what does trust have to do with integrity?:

- **Trust** is a set of behaviours the client knows they can rely on you to act in a certain way
- **Integrity** is the process of knowing self; strong moral principles; being sincere and truthful; doing what you said you would do, no matter what it takes.

Client trust starts with your integrity.

Productivity output can increase 100 to 500% when you have integrity. A 300% increase was observed without additional input. (The Social Science Research Network)

What prevents you from having integrity?

- Not keeping a client commitment. The client loses trust, and you lose trust in yourself. This impacts on and lowers self-worth
- Not following through on a commitment you made to yourself.

If you agree to do something for a client and don't keep your word by using excuses, you have lost integrity.

Your words reflect at any given moment whether you do or do not have integrity.

You may find it easy to keep your word to clients, but not to yourself. Example, agreeing to help a client with a personal matter, and you do. For yourself you commit to eating a healthy diet but continue to eat junk food.

If you repeatedly don't keep your word to others and or to yourself, you do not value your word. Integrity is not negotiable, a convenient nice to have. Integrity is fundamental to a sense of high self-worth personally and professionally.

Integrity is a significant source of self-worth

Being true to your word and therefore having integrity can be a challenge at times. If you know you cannot then:

- Don't give your word
- Don't overcommit
- Set boundaries.

If you agreed to do something and did not, ask yourself:

- Was it a lack of time management
- Something critical took your attention
- You were easily distracted
- Other.

Do not beat yourself up, learn from what you did, and get back into having integrity.

We talk to ourselves all day without realising it, so why not use words and affirmations that can power you to being an integral person. Examples: *"My word is my bond... I do what needs to be done... I rely on myself... People know they can depend on me."* Consistent self-talk becomes reality.

Your commitment is part of your identity. When you give your word, just do it.



Kurt is a sales practitioner who created sales records in five industries and won major sales awards including Salesperson of the Year. The products and services he sold were newly released, consultative, relationship and retail. He is a recognized sales expert, successful author and respected sales and personal development coach who has guided organizations and salespeople to vastly improved sales performance and profitability. His clients range from small to multinational companies in Australia, the Middle East, Asia, and Europe.

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