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There are two primary things an ethical person displays: character and competence. Buyers know when salespeople are being duplicitous, manipulative, or shortsighted. Their character speaks louder than words. So, while salespeople can't claim trusted advisor status, they can be trustworthy people.

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The system of moral and ethical beliefs that guides the values, behaviors, and decisions of a business organization and the individuals within that organization is known as business ethics.

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The values represented in the code of ethics for sales include honesty, responsibility, fairness, respect and transparency, according to the AMA. Sales professionals should always be honest about the products and services offered, as well as honor promises and commitments made to customers.

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