

Is there a Time for any Type or Level of a Lie in Sales?

This subject should never come up in any conversation concerning sales. One of the first things parents teach their children is the harm lies will create. Parents teach the consequences that arise from telling lies of any type or form. None of which are a positive consequence.

Recently in a LinkedIn group some a sales person gave advice to another person that it is ok to tell a white lie however you must be convincing and sincere when telling the lie. This is horrible advice and is not acceptable. History reveals telling one lie makes the second lie easier and will lead to a third and so on.

The deeper this discussion delved into lying the more it traveled to the ridiculous. The person took it to a child and informing the child about Santa Claus, Easter Bunny and how adults are always telling lies to children. These are bed time stories that have been pass down from generation to generation. However when a child decides to have a discussion asking if Santa Claus is real it is apparent that the child has formed an idea that these bedtime stories are not true. It could be the time to talk to the child and confirm their suspicions.

Then it went to the extreme would you tell a dying man that he was dying. From there the question was asked have you ever been with a dying man that asked you if he was going to die. From there a question concerning how your spouse looked in a dress. Each one of their replies to their own questions a rude and obnoxious response was soon to follow.

When is there ever a good opportunity to lie? When and where is it good to lie? When and where is there no other alternative to lie? I know of no circumstance where a lie is the only option and a viable option.

When the sale lacks honesty at all times it is missing integrity. The client does not have to know that the sales person lied in order for integrity to disappear however in time the client will discover a misplaced ingredient to the relationship. Once discovered main ingredients will be found absent. These ingredients are; trust and respect, and honesty creating a dissolving relationship that is shattered. It is very rare that a person that has lied to a client will ever be given a second chance to repeat the lousy effort. Rarely can a person recover from the label that will be associated with him or her. Why wear that label? Why would you take the chance where more than the deal can be lost? The level of the lie cannot be

measured reasonably or justifiably. It is not about the level of the lie. It is about not giving advice to lie and be sincere.

Always try to represent yourself above reproach. Always have integrity, ethics, honesty, and respect for you. When you do not have these four the client will not have it for you either. You gain a reputation and it is your responsibility to maintain that reputation in the highest standard.

There is no good time to tell any type of lie!