

## The Ethics of Consultative Selling (©)

It may still be a seller's market and yet, owners and other stakeholders to whom you are responsible want you to meet specific bottom line numbers at specific times. Meeting quotas can be painful for seller and buyer.

To meet these goals, it's sometimes easier to 'forget' to ask certain questions of groups interested in your property or services or forget to disclose information in proposals or conversations or during site inspections, or even in contracts.

"Consultative selling" is the way to build partnership. When being consultative with potential clients, we help create the relationships and trust that lead to better contracts and thus the framework for client's meetings and events. Ultimately, this can lead to more business potential.

When selling and buying, we each are tasked to work within ethics boundaries, whether for our employers and/or our professional associations. It's how we position those ethical guidelines in being consultative sellers that ensures we work toward both the desired bottom line of *all parties*, guided by ethical (and often legal) parameters.

As a result of participation in this session, you will be helped to:

- determine what 'consultative selling' is for you and your clients.
- prepare to evaluate industry selling and buying practices that create or give rise to ethical questions.
- flesh out best practices to being ethical consultative sellers.



Joan Eisenstodt founded DC-based Eisenstodt Associates, LLC, in 1981. She markets her own services as a third-party non-commissionable consultant and must do so ethically to maintain her reputation as "the conscience of the industry". She writes a monthly newsletter ("Friday with Joan" for Meetings Today, at least one of which dealt with [ethical negotiations](#)) and was recently recognized as an "[industry legend](#)" by Northstar (M&C, *Successful Meetings*) among their "25 Most Influential" people in the industry. Among her other

honors is induction into the EIC Hall of Leaders, being honored by the PCMA Foundation for Lifetime Achievement as an Educator. Among her many volunteer positions, she served as chair of the ASAE Ethics Committee.

Joan encourages you to send her your consultative ethical dilemmas, which, if used, will be done so in confidence, to [joanleisenstodt@gmail.com](mailto:joanleisenstodt@gmail.com), noting "IAVM Webinar" on the subject line.