



**THE  
ADVANCED  
SELLING  
PODCAST**

**BILL CASKEY AND BRYAN NEALE**

# **Personal Code of Conduct**

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The Personal Code of Conduct comes from our sales training curriculum. We have seen that it pays to have a “way of doing things” that you will not deviate from. You can choose to be as rigorous or as lax as you want to be. But, let it be known that the prospect has a Code of Conduct themselves—and the stronger one will win out.

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10333 N. Meridian Street  
Indianapolis, IN 46290  
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#### Our Trainers

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Bill Caskey



Bryan Neale



Brooke Green



## Personal Code of Conduct

1. **Find the Pain to be Fixed** - Don't leave the sales process unless you know what problem the customer's trying to solve by buying from you. The bottom line question here is what kind of anguish is the prospect going through because he doesn't have you in his life?
2. **Have High Intent** - Always be focused on the prospect and their issues, their needs, their dreams, their problems, and be less concerned with yours. It's hard, but this is part of the code for high achievers—get your ego out of the mix by investing in your customer's world.
3. **Remove Your Ego** - It's very difficult to do, but you've got to care less about what you want out of a deal and more about what they want. (It does not mean you have to cave on price.)
4. **Bring Up Money** - You have to have the discussion about what your product costs and what the economics of the solution are. Don't let the prospect be the one to bring it up first. Always be comfortable talking about cost/money. Every selling situation has an economic equation to it: Cost of doing nothing vs. cost of change.
5. **Follow Up Meticulously** - Let the prospect know you heard him/her, pay attention to what they say, then document that and send it back as a follow up. Next meeting, you can use that as your agenda. Get good at writing out narratives of what happened. Just a paragraph or two will do, but get it in writing.
6. **Crystal Clear Future** - Never leave a sales call/meeting without a clear understanding between you and the prospect about the next action to take. Say, "John, let's review where we are today...here's what I have on my list...here's what I have for you. Is that correct?" Review it with them. Don't keep it a secret.
7. **Involve Those Who Care** - One of the biggest problems salespeople have is they don't involve enough people at the prospect's business. So, go find people who care about the problem that you're going to solve and talk to them. You're doing them a favor if you bring others into the process. Why? Because no one can diagnose like you can. So, they should want to have you talk to other people. You've got to have it "right in your mind" first.



8. **Be Curious** - Highly successful people are always interested in how things work/how people work/how they can improve things/what's the problem to be solved. Be curious about their world—their dreams—their problems—their roadblocks. Don't do it as a sales move...do it because you care. If you truly don't care, then find a business you care about. Don't fake it.
9. **Discern Carefully**. People will waste your time. Part of your code should be a conversation you have with yourself. Does this person fit my ideal client profile and should I proceed? Your gut instinct is important here. Do a "gut check" after each appointment. Don't just ask, "Should I continue to talk to them?" but ask, "What is my instinct telling me about what I'm missing?" There's always something.
10. **Orient Always**. Always, always **orient** the prospect as to where they are currently in the process. Your conduct must be one of a catalyst for change. And for people to change they have to know where they're going. Great sales people do a wonderful job of telling the prospect exactly where they are at any given time. They also are good at laying out the next logical steps in the process so the prospect can follow them. They are nothing but tour guides.