

The Law of Ethical Sales™

THE STANDARD WE PRACTICE

- § When logic and emotion demand that fairness and stability be established, or restored, a need is apparent and compelling.
- § When a compelling need can be further understood comprehensively, as defined by the consumer's needs, wants and means, it deserves a corresponding solution that is equally compelling and comprehensive — if one exists.
- § The consumer must receive the right solution — or be educated through the process and protected from the wrong one when possible.
- § That right solution must be found in accordance with The Golden Ethic™, which asserts that seeking the truth is more important than merely knowing it, as it is exactly that effort, seeking the truth, which requires one to pursue whatever is truly best for the consumer — as a matter of process.
- § As a result, the solution shall be demonstrably warranted and feasible, and one for which the consumer is qualified.
- § Delivery of that solution will require the deployment of specific product(s) and process(es) to establish, or to restore, fairness and stability for the customer — fairness and stability which can only be realized as such if both the product(s) and the process(es) are additionally supported by the integrity of the company and consultant.
- § Finally, that compelling and comprehensive solution can be attained and delivered for the best of the customer at an agreed-upon fair price — never forgetting that a fair price is only truly fair if all that it promises to deliver holds true integrity itself.

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