



ETHICAL SALES - SALES4GOOD

TOP 10 DOS + DON'TS

eBook for Social, Purpose & Impact Business
www.sales4good.org

[Check out the video framing the eBook here!](#)

**MÖRIKE CONSULT - THE SOCIAL
BUSINESS CONSULTANT**

What is this eBook all about?

Introduction

Social entrepreneurs and all those involved in the impact and purpose business environment want one thing above all: to solve social problems with innovative solutions. Make the world a better place for everyone. They want to help. They want to protect the environment, they want to make our economy and society fit for their children and grandchildren, promote inclusion and integration, contribute to democracy and human rights, or achieve another of the United Nations' 17 Sustainable Development Goals.

That's what your heart beats for, that's what you invest your time in.



[Check out the video framing the eBook here!](#)

It is therefore not surprising that there is little time, attention and passion for necessary activities such as the acquisition of new customers, partners, projects, sponsors or investors in your daily business.

Because is it not so that the good thing sells itself?

The answer is: yes and no at the same time. On the one hand, the innovations and projects of the social enterprises speak for themselves in the vast majority of cases and apparently do not have to be actively sold, but only made known to a wide audience: it happens repeatedly that contracts are signed without much time and effort having been invested in the acquisition process.

In reality, however, it happens just as often that customer organizations, which one thought had already been won over, drop out at the last moment and partnerships, which would have been immensely important, do not materialize. The investor decides to wait and see, and the foundation awards the contract to another project. This is particularly annoying if you have already invested a lot of time in the project!

Why this is so, how you can recognize earlier whether it is worthwhile to invest time and money in an opportunity or not and above all, how you can get the decisive YES in a targeted way, you will learn and work out in the online implementation program [Sales4Good](#) on a concrete case from your everyday life.

Each acquisition case is individual and there is no secret recipe that fits into an eBook, but there is the above-mentioned, proven, systematic approach, how to reach the goal faster, more efficiently and safely and thus scale your social business sustainably. You can find out more at www.sales4good.org.

Here in the eBook, on the other hand, there are the most important mistakes that you should generally avoid when acquiring for a good cause and there are helpful tips for a successful acquisition process.

**THE 10 BIGGEST MISTAKES
IN YOUR SALES4GOOD**

01**INFORMATION FLOODING**

If you talk too much yourself, you risk losing the other person either immediately (his/her patience) or in the process (due to a lack of understanding). Better: Ask open questions and listen attentively!

02**DISINTEREST**

If you are not interested in your counterpart and do not listen actively, you will not find out what moves the other person and what he/she really wants. This means that you miss the right argument and lose. Moreover, it is disrespectful.

03**BLINDNESS**

Even if sometimes only out of enthusiasm for one's own cause - important signals of the counterpart are often not recognized. This is unfriendly, disrespectful and gets usually punished.

04**FEAR**

The fear of the first contact is widespread, but much more serious and expensive is the fear of the closing question! This costs a lot of time (and therefore money = opportunity costs!)

05**MANIPULATION**

Artificial time pressure or scarcity, charm pricing, salami tactics: all unethical manipulations that are not only unacceptable in Ethical Sales of Impact and Purpose Business, but also unsustainable in the long run.

06**BADMOUTHING**

Badmouthing is unethical. Never speak negatively about others, always speak positively about the benefits and advantages that you yourself can bring to the other person.

07**TALKING TOO EARLY ABOUT MONEY**

There are only two phases in which money (price, investment) plays a role: At the very beginning and at the very end of the acquisition process. In between, it is uninteresting, even counterproductive!

08**LECTURING**

No matter how well or how much better you know than your counterpart - no one wants to be preached to. Especially not in public or from a stranger.

09**OVERSELLING**

Out of enthusiasm, one often risks overlooking the signals of the meanwhile convinced counterpart and instead continues to praise one's own offer. This comes across as pushy and unpleasant. .

10**SETTING WRONG EXPECTATIONS**

Poor expectation management: Setting wrong expectations is counterproductive to a sustainable relationship and also takes its toll on future acquisition projects.

Who doesn't think of the insurance agent or the vacuum cleaner salesman who texts you when you hear the words acquisition or sales? The bad reputation is no coincidence: many (unethical) salespeople think that they only have to talk about their product in detail to persuade the other person and that it is enough to know their own product, price and discounts well.

This is wrong.

Good salespeople of an idea, a product, a service, a project or a solution listen first and ask many open questions.

Social entrepreneurs who are good at acquiring client organizations, partners, investors or sponsors, and who succeed in getting commitments at the political level, understand first and foremost the interests, needs, pains, hopes and fears of those with whom they want to negotiate and incorporate these into their own acquisition processes by actively responding to them.

Many of the mistakes listed above (mistakes 1,2,3,5,8) are based on disregard for the person you are trying to win over.

Honest interest in the other person is the motto here!

The bad news: if you don't like people, you will always struggle through the acquisition process and probably be unsuccessful. But luckily, in the social business environment, you can usually find enough founders and teammates who are authentically interested in other people and how to help them.

The good news: everything else can be learned!

This includes avoiding mistakes 4,6,7, 9 and 10.

**10 TIPS YOU SHOULD TAKE TO HEART
AT YOUR SALES4GOOD**

01**PREPARATION**

Preparation is 80% of success. Always prepare well for appointments, phone calls, conversations, presentations and negotiations. This is also due respect for the person with whom you are talking.

02**ASK QUESTIONS**

Open questions open the conversation and your counterpart, get to know what is important for your message. Closed questions bring you closer to the conclusion or the exit!

03**APPRECIATION**

Appreciating your counterpart (honestly and authentically), giving encouragement, pointing out opportunities - all this contributes to loyalty and doesn't hurt you, does it?

04**ACTIVE LISTENING**

Do you know the technique of active listening and did you know that this is the best method to avoid misunderstandings? It's better to say too much in your own words or ask questions if you have doubts, than too little.

05**ADD VALUE**

Bring added value to your counterpart. Help, support, free of charge and unselfishly, professionally and personally. At every contact. Always.

06**KNOW STAKEHOLDERS**

Find out early on who is involved in the decision-making process, who was the original initiator, and who will ultimately sign on. Understand their interests and drivers.

07**AS EARLY AS POSSIBLE**

Conclude an agreement or a contract as early as possible, even if you have to make one or the other cut. Otherwise, so many unexpected things can come up!

08**CUSTOMER IS KING**

Old proverb, which means translated: Only if your business partners feel respected and appreciated they will say YES and stay with you. Their wishes are your business and impact opportunities!

09**LET NEGATIVE STUFF PASS BY**

When conflicts arise, always remain positive. Listen to what the other person has to complain about, have (and show!) understanding, do not justify, do not look back, but look constructively into the future.

10**FEEDBACK**

Consider open and honest feedback a gift and actively ask for it. Listen with the right ear at the right level.

Approach the other person, be honestly interested in them as an individual and human being, respond to their needs, accept and appreciate them, be useful and help them.

This summarizes most of the 10 top tips.

Nevertheless, at this point I would like to point out individual points, for example, the point **PREPARATION**. I am often asked for tips on how to approach a potential customer, partner or investor for the first time. Whether at an event or on the phone - the secret here lies in a mixture of good preparation (80%) and spontaneous eloquence (but this does not suit everyone), which can be compensated for with experience (= practice, practice, practice!).

To prepare for the first meeting, there is a checklist in the [Sales4Good implementation program](#), and we practice it there as part of the group coaching sessions. Good preparation for appointments always includes preparation for the organization and the contact persons of the counterpart, not only the preparation of one's own presentation.

It is equally important to know the **DECISION-MAKERS** as early as possible. Otherwise, you risk not taking into account the interests of the actual decision-maker(s) for weeks or even months. Which can turn out to be fatal in the end. Then you have lost time and in the worst case even money. Time that could have been dedicated to other acquisition projects. That is why it is so important to ask the "closing question" at the right time: Will we work together? Or: What is still missing in your decision-making process so that you will give me an order (sign the partner contract or the investment sheet)?

Finally, a few words on the tip to close **AS EARLY AS POSSIBLE**. Anyone who deals with organizations knows that there is usually a lot of movement in them: People come and go, get new tasks, priorities and budgets are shifted, specifications are adjusted. The longer a decision is delayed, the higher the risk that those who are already convinced of your story are no longer in the same role or have been given other priorities. I don't want to scare you, but the probability, especially in larger organizations, is 10% after 3 months, 30% after 9 months and 50% after a year! Time almost always plays against you. Therefore: better to get your foot in the door with a smaller contract than to wait for the big one!

Hopefully this small eBook could help you a little bit.

It can only be a suggestion for the reflection of your past acquisition process, perhaps also a memory aid for the observation and execution of your next acquisition discussions.

On the page www.sales4good.org there are more suggestions, checklists for download, blog articles, online workshops, coaching packages, work templates and much more for your successful acquisition of business customers, partners, investors, funders.

In addition, there are offers for quick help and my [implementation program Sales4Good](#), specially designed for social & impact business, in which you work on several concrete acquisition projects from your everyday life. There is a lot of practice during the two weeks of group coaching included free of charge in the implementation program, because you learn the most through experience and through the privilege of trying things out in a safe space.

Tell me: what did you find helpful, what not so much? I would be very happy about your [feedback on the eBook!](#)

Finally, I wish you a successful acquisition for your good cause in the coming weeks!

Andrea Elisabeth Mörike

P.S. The best next steps for you right now is to [first watch the Video](#) and then [download the Sales4Good checklist](#).