Ethical Sales Practices and Corporate Compliance Training Course



07 - 11 Dec 2026

Cape town

4600 € (Per Person)

Ref: #SAL3059_261240

Course Introduction / Overview:

This training course is designed to guide sales professionals and corporate leaders through the complex landscape of ethical conduct and legal compliance. In today's business world, simply meeting sales targets is not enough; organizations must operate with integrity to maintain trust and avoid severe penalties. This course delves into the core principles of ethical sales, providing a comprehensive framework for decision-making that aligns with both corporate values and regulatory requirements. We will explore key concepts from renowned scholars in business ethics, such as Manuel G. Velasquez, whose work on corporate social responsibility provides a solid theoretical foundation for the course. We will also touch upon his book, "Business Ethics: Concepts and Cases," which offers an in-depth look at real-world dilemmas. This program is essential for anyone responsible for ethical behavior within a sales team. BIG BEN Training Center has developed this curriculum to ensure participants can identify and resolve ethical conflicts, understand the legal implications of their actions, and build a culture of integrity. By mastering these principles, professionals will not only protect their organizations from legal risks but also build stronger, more sustainable customer relationships based on trust and transparency.

Target Audience / This training course is suitable for:

- Sales managers and team leaders.
- Sales and marketing professionals.
- Compliance officers and legal teams.
- Business development specialists.
- Corporate executives and directors.
- Human resources professionals.
- Internal auditors and risk management teams.
- Government agencies and non-profit organization leaders.

Target Sectors and Industries:

- Financial services and banking.
- Pharmaceuticals and healthcare.
- Technology and software.
- Manufacturing and retail.
- Consulting and professional services.
- Real estate.
- Telecommunications.
- Government agencies and their equivalents.

Target Organizations Departments:

- Sales and business development.
- Compliance and legal.
- Human resources (HR).
- Marketing and communications.
- Risk management.
- Internal audit.
- Corporate governance.

Course Offerings:

By the end of this course, the participants will have able to:

- Recognize and address ethical dilemmas in sales interactions.
- Apply a clear framework for ethical decision-making.
- Understand and comply with major anti-bribery and anti-corruption laws.
- Develop and implement a robust corporate compliance policy.
- Identify and prevent conflicts of interest in professional relationships.
- Manage confidential customer information and ensure data privacy.
- Promote a culture of integrity and ethical behavior within a sales team.
- Conduct ethical risk assessments for sales strategies.
- Navigate the complexities of international ethical standards.
- Resolve common ethical breaches and internal complaints.

Course Methodology:

This training course uses a highly interactive and practical methodology to ensure a deep understanding of ethical sales practices. The program combines group discussions and real-world case studies to explore complex ethical scenarios from different perspectives. Participants will engage in role-playing exercises that simulate common dilemmas, allowing them to practice their decision-making skills in a safe environment. We use collaborative problem-solving sessions where attendees can analyze and develop solutions for ethical challenges. The curriculum includes expert-led Q&A sessions, providing a direct channel for participants to get guidance on specific issues they face in their professional lives. The focus is on moving beyond theoretical knowledge to applying ethical frameworks and compliance standards in daily operations. BIG BEN Training Center is dedicated to a hands-on learning approach that equips every professional with the tools to not only understand ethical principles but to implement them effectively, protecting their organization and building a reputation for integrity.

Course Agenda (Course Units):

Unit One: Foundations of Ethical Sales and Business Conduct.

- The role of ethics in modern sales and customer trust.
- Understanding ethical frameworks and moral reasoning.
- Identifying common ethical red flags in sales practices.
- The importance of corporate social responsibility.
- Balancing sales goals with ethical obligations.
- Developing a personal code of ethical conduct.
- The impact of unethical behavior on organizational reputation.

Unit Two: Legal Compliance and Anti-Corruption Principles.

- An overview of key anti-bribery and anti-corruption laws.
- Recognizing and avoiding conflicts of interest.
- Compliance with anti-money laundering regulations.
- Understanding legal requirements for data privacy.
- Navigating international ethical standards and regulations.
- The role of internal controls in preventing legal breaches.
- Creating a culture of compliance from the top down.

Unit Three: Fair Dealing and Customer Relationships.

- The ethical use of pricing and contract terms.
- Handling customer complaints and disputes ethically.
- Truth in advertising and avoiding misleading information.
- The ethics of persuasion and influence.
- Building long-term relationships based on trust and transparency.
- Managing confidential customer information securely.
- Ethical considerations in competitive intelligence.

Unit Four: Internal Integrity and Corporate Culture.

- Establishing a clear code of conduct for sales teams.
- Ethical leadership and its impact on employee behavior.
- Creating a safe environment for reporting ethical concerns.
- The role of human resources in enforcing ethical standards.
- Conducting internal investigations and disciplinary actions.
- Training and educating employees on compliance policies.
- Measuring the effectiveness of an ethics and compliance program.

Unit Five: Risk Management and Future Trends.

- Conducting an ethical risk assessment for sales strategies.
- Using technology to monitor for compliance issues.
- The ethical implications of AI and data analytics in sales.
- Preparing for internal and external compliance audits.
- Creating a crisis management plan for ethical breaches.
- The future of ethical sales and corporate compliance.
- Sustaining an ethical advantage in a competitive market.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an environment where market pressure often incentivizes aggressive tactics, how can an organization's commitment to ethical sales and corporate compliance serve as a sustainable competitive advantage rather than a constraint?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by focusing on the practical application of ethical principles in a commercial context, moving beyond mere theory. While other courses may cover legal standards, we integrate these rules directly into the day-to-day realities of the sales profession, showing participants not just what the rules are, but how to follow them effectively without hindering performance. Our curriculum is built on a foundation of both academic rigor and real-world scenarios, incorporating frameworks from respected scholars like Manuel G. Velasquez to ensure the content is credible and robust. We use a hands-on, case-study-based approach to address complex dilemmas, giving attendees a chance to practice making tough decisions in a low-stakes environment. This course emphasizes the strategic benefits of ethical behavior, such as building long-term customer trust and reducing legal risk, positioning integrity as a key driver of business success. BIG BEN Training Center has designed this program to empower professionals to become not just successful salespeople, but trusted advisors, creating a culture of compliance and integrity that resonates throughout their entire organization and protects its reputation and bottom line.