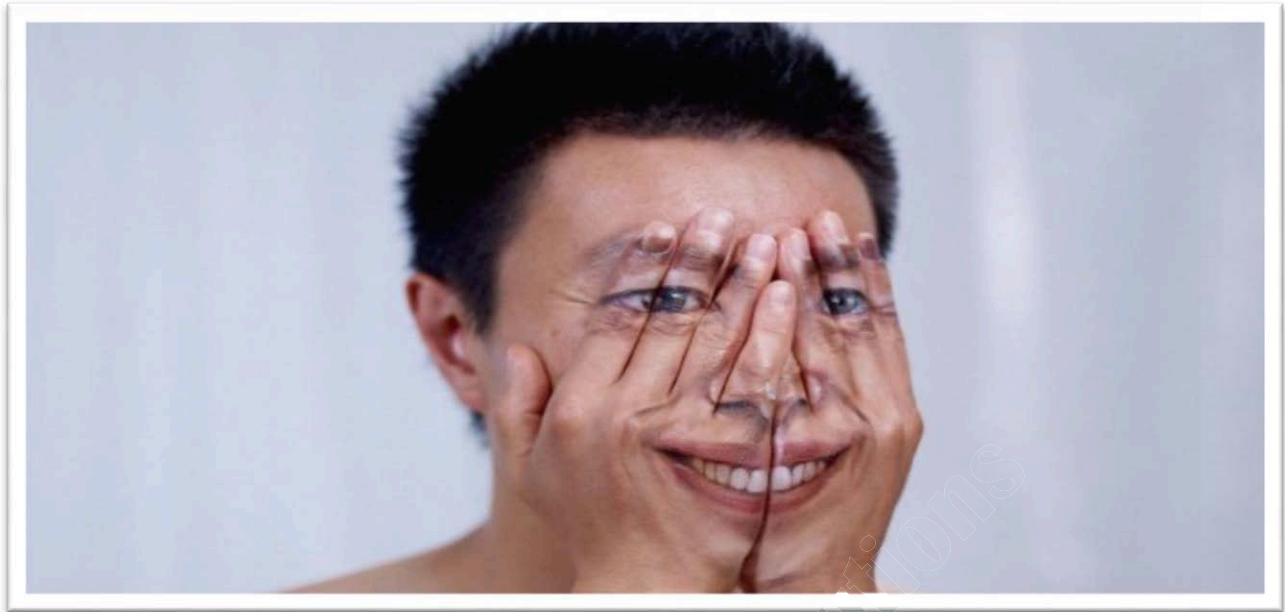


Sole Proprietors Ethics



In our country sole proprietors are least bother about ethics and norms to boost the business. Facebook, LinkedIn accounts are full of fake information and pictures about the business growth, busy schedule of providing services and what not. Even answering the phone calls with changed voice and pretend to be an assistant so his company appears larger and more professional is very common.

Misrepresenting your business by faking an accent or using other tactics is not only unethical but stupid, and guaranteed to backfire. As soon as clients figure it out (and they will eventually) they will stampede in the opposite direction. Instead of relying on lies, sole proprietors should set up networks and alliances to increase service capacity.

Another act of sole proprietor is expensive dressing. Dressing more expensively than you can afford in that moment is not a misrepresentation. It is an investment in yourself, with accountability to your credit card. Dressing for success can be a confidence-building placebo. However, once you are at the table, trust is earned by relevant, value-driven ideas that demonstrate that a customer's needs and goals are being heard and addressed.