



**ETHICS AND PROFESSIONALISM**

(540)

**REGIONAL 2024**

**PRELIMINARY**

**Presentation Points \_\_\_\_\_\_\_\_\_\_ (160 points)**

**TOTAL POINTS \_\_\_\_\_\_\_\_\_\_ (160 points)**

**Preparation Time: 20 minutes**

**GENERAL GUIDELINES:**

***Failure to adhere to any of the following rules will result in disqualification:***

1. Contestants must hand in this test booklet and all printouts if any.
2. No equipment, supplies, or materials other than those specified for this event are allowed in the testing area. No previous BPA tests and/or sample tests (handwritten, photocopied, or keyed) are allowed in the testing area.
3. Electronic devices will be monitored according to ACT standards.

**DESCRIPTION:**

Explore the application of ethical frameworks to various aspects used in business today.

**REGIONAL PRELIMINARY Scenario:**

You are a sales manager for Digital Solutions. Historically, you have been a top-performing sales manager meeting all your sales goals but this month you have lost a major customer to a competitor. Today is the last day of the month and you are behind on sales. You are working with a new company on a new contract and the estimated value would be double what was lost with your old customer. Based on your experience as a sales manager and your relationship with this new customer, you are 99% certain that you will close the sale and get the contract, but it has not been signed yet. Do you include the potential contract in this month’s sales numbers?

**A contestant will be DISQUALIFIED for violations of the Copyright and Fair Use Guidelines.**

**Contestants who do not submit an entry that follows this topic will be disqualified.**

**Answers will vary, but may include the following from the *Ethics and Professionalism Resources Manual*:**

* Professionalism allows for heightened respect from clients, thereby, opening greater lines of communication and potentially increasing trust. A company known for maintaining a level of high ethical and professional standards is typically valued above its peers when competing in the same market.
* Professionalism plays an important role in how a person is perceived by his/her Employer, his/her co-workers, and casual contacts.
* Integrity: Integrity is generally the term that is most associated with business ethics and is the foundation on which good commerce is built. Integrity simply means holding to your principles even when it would be easier or more profitable to compromise them.
* Dependability: Dependability is considered an admirable business ethic. Just how dependable are you? Do you arrive to work on time? Can people trust that you will do what you say?
* Trustworthiness: Good business practice requires trust. Neither you nor your business can succeed with a reputation for untrustworthiness.