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7
SECRETS
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SALE

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HIDDEN STRATEGIES FROM THE BIBLE
Work Less—Sell More

MICHAEL Q. PINK

Author of “The Bible Incorporated” and “Selling Among Wolves”



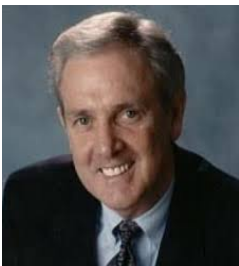
“Two weeks ago we asked Michael Pink to present his Biblically based sales training program. Not only was it one of the highest response rates ever for registration, but the content was so impacting our chat rooms filled up quickly and remained full for the duration of the event.”

Zig Ziglar, Success 2.0 Webcast



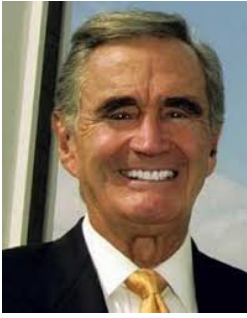
“The techniques Michael outlines will help make any product successful and should even be considered during the development process. Irresistible!”

Wes Cantrell – Former CEO of Lanier Worldwide



You were born with the heart of William Wallace... As one of America's Greatest Teachers and Evangelists with a destiny to knight businessmen and women in the army of God. It is an honor to know and learn from you. You are one of my hero's.

John Beehner, CEO of Wise Counsel



On behalf of Coral Ridge Ministries, Dr. D. James Kennedy, and the CENTER FOR RECLAIMING AMERICA, please accept our heartfelt thanks in the 2005 Reclaiming America for Christ conference, and for your personal inspiration you brought to the conference through your unique witness and your Action Plan.

Barbara Collier on behalf of Dr. D. James Kennedy - Coral Ridge Ministries



You're application of Biblical principles is without equal and you easily motivate us to use them in our daily lives. You are a truly inspiring teacher and we are blessed to have you as a friend and an educational mainstay of the NACFC (National Association of Christian Financial Consultants).

Mark Minnella, President NACFC



*The coaching call you did went just outstanding. I truly hope that we can work together in a significant way over the next several years. **Ron Blue, CEO Kingdom Advisors***



Michael is doing a business seminar here in Guatemala which is attracting unusual attention among business leaders. His basic ministry is to show business people how relevant the Scripture is for maximizing their production in whatever line of work they have chosen.

C. Peter Wagner, Global Harvest Ministries



Michael Pink is a salesman par excellence, a trainer coach extraordinaire, a seminar speaker of note, a man of Godly character with a passionate commitment to Christ.

**Daryle Doden, Former CEO & Founder
Ambassador Steel**



I want to thank you for your excellent presentation... without a doubt, it far exceeded our expectations! ...Many of the people in attendance have been through a number of sales training seminars prior to yours but remarked that this was the best they had ever participated in.

**Carl Jeffrey Wright - CEO, Urban
Ministries International**



"I've grown multiple million dollar companies. There is nothing like this. It's amazing! If you're seriously looking at increasing your world, you should get involved with Michael Pink. God has given him so many special gifts and you need to let him pass those on to you, like I'm letting him pass those on to me."

**Chris Davis, Home Star Realty
Advisors / Ernst & Young**

Entrepreneur of the Year Finalist



"I expected a high impact, super motivating program...what I got was much, much better ...I felt as if the speaker was sitting across from me, speaking in terms that I could not only understand, but could relate to also. I found myself rushing to listen to the next CD and eventually, to listen to that CD again. ...Since I have been using this program, I have seen my sales increase by up to 100% conservatively. I also signed our company's largest client...an account worth over 8.2 million dollars! I

never would have called on them if I hadn't done what was suggested in the program."

**Ken Dulaney, Sales & Marketing Director - Alliance Collection
Service**



“Among the many benefits, 7 Secrets of the Sale provides, is a clear and concise process for developing a selling strategy with practical tactics for every prospect you care enough about to implement Michael’s teachings for.”

While not everyone is fortunate enough to be able to attend one of Michael’s live trainings as I have, modern technology allows anyone, serious about their business development goals, to experience the benefits over and over again for

continuous improvement. I highly recommend this investment in yourself and your future.”

Wes Holsapple, N.Y. Times and Wall Street Journal #3 Best Seller; Masters of Networking - contributing author.

Dale Carnegie Courses: Instructor and Sales Manager for 10+ years, training 4000+ graduates.



“You are truly in a league of your own. You’re opening the Scriptures to me for business unlike anything I’ve ever seen before. I have no doubt in my mind or my spirit that you are the number one person and authority in the world on Biblical strategy and natural law for sales and business and that’s who I want to learn from.”

Dr. Joseph Peck, THE Time Doctor, The Journal Guy, and The Connector, is a physician, author, international speaker, creative marketing and communication strategist.

7 SECRETS OF THE SALE

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Other books by Michael Q. Pink...

The Bible Incorporated – In Your Life, Job & Business

Selling Among Wolves – Without Joining The Pack!

Rainforest Strategy – The Planet's Most Successful Business Model

Christian Wealth Building (Michael Pink & John Muratori)

Psalm 91 – The Ultimate Shield

Psalm 23 – I Will Fear No Evil

The Lord's Prayer – Praying the Word For Your Every Need

The Comforter – Guiding, Teaching & Empowering

The Beatitudes – Godly Attitudes For Every Day Living

The Armor of God – Standing Your Ground in the Evil Day

Words in Red – The Teachings of Christ Compiled

Promises Worth Keeping

His Little Instruction Book

Grace For Grief – Daily Comfort For Those Who Mourn

Tough Questions – Straight Answers

DEDICATION

To Judy

You have filled my life with vibrancy and joy unspeakable
in ways both seen and unseen.

Thank you for the gift of your amazing love and for
inspiring me to begin writing again, starting with this book.

I love you Sweetheart!

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FOREWORD

Success Magazine

As a serial entrepreneur, I have used Michael Pink's training, education, insight and counsel in in my businesses for almost two decades now.

I first met Michael back in 2002 when I owned a Christian business magazine. At the time, we were looking for the best business content as it related to sales, and several staff members recommended Michael.

Upon reading his articles, I loved it immediately because he was able to take some deep biblical truths and apply it so practically to our day-to-day business world, specifically in the realm of sales.

As a matter of fact, I loved his material so much that while I was negotiating a strategic partnership deal to publish Success Magazine, I typed up a final negotiation email where I incorporated over 30 biblical persuasion principles that Michael pulled out of the book of Philemon into the body of that email.

It was a long email but it got the job done as I was able to secure the deal and ultimately publish Success Magazine. That allowed me to be able to take Success Magazine out of a bankruptcy and bring it back to market and ultimately help sell it years later for millions of dollars.

Real Estate Investor Education

Several years later, I bought a distressed education company focused on real estate investors that was insolvent and on the verge of collapse. The company had never made money but it had decent revenue.

I asked Michael to investigate the sales department and see if there were any recommendations of how we could improve our sales and profitability. The first thing he did was dramatically improve our

show up and conversion rates for the educational events, using innovative strategies that he introduced while I focused on the other areas of the company.

That year the business went from insolvency and not able to pay its creditors to current with all its creditors, and over \$30 million in sales with \$6 million in profit.

Welfont

A few years later, in 2014, I decided to start an innovative real estate brokerage and services company specializing in the nonprofit area called Welfont.

I hired an executive team to run the company, but by June of 2015, I was considering shutting down the new venture because it was not going as I had hoped. We were down to 3 demoralized agents and they were looking for a job!

It was a critical time and I contacted Michael and asked him to do one of his 3-day onsite business assessments that he has done for me over the years in different businesses.

Based on his analysis and my additional findings, we agreed that the company still had potential but with different management.

So, I asked Michael what he thought would happen if we both came into the office every day for six months. I wanted to know if he thought that working together, we could turn it around. He would be responsible for leading the sales effort and I would be responsible for everything else in the business.

We talked about it and the challenge of the turnaround was too big to resist, so we put our shoulders to the task and six months later, we had a multimillion-dollar profitable business and revenues had skyrocketed.

So, naturally, I asked Michael if he would consider helping me for another year. He agreed and grew the sales force, increasing revenues by well over 6,000% for the 2-year period. I managed the

complexities of a fast growing business, allowing Michael to focus on growing sales.

During this time, he introduced the sales team to his very unique way of selling. He calls it 7 Secrets of the Sale. It's completely Biblically based, and in the process of helping the agents get ahold of his process, he led several of them to life with Jesus.

Michael continued to help grow our sales efforts and the end result was that this company that I almost closed down a few years ago went from nothing to the fastest growing real estate brokerage company in the history of the Inc 5000 with over 11,350% 3-year revenue growth rate. Inc Magazine also ranked Welfont in 2018 as the #16 fastest growing company in America.

In that same year, Entrepreneur Magazine ranked Welfont as the Best Entrepreneurial Real Estate Brokerage in America and #20 overall. Only one other business in the U.S. made the top 50 on both of these prestigious lists.

Although Michael is now focused on turning the sum total of all God has given him for the business arena into online training courses so he can help even more people discover the wisdom of God as it pertains to sales and business, it's undeniable that Welfont would not have gotten here without the work and training of Michael Pink.

CEO Coaching

Through the various startups and turnarounds of distressed businesses, I have more times than I can remember, called on Michael for counsel.

He would bring the counsel, wisdom and Spirit of God into the situation and help me get through some of the inevitable challenges that came with meteoric growth. It was not just sales but whatever issues I was dealing with, whether business or personal.

In my opinion, not only is Michael capable of inspiring, leading and training sales people, but he is the best Entrepreneur and CEO coach I

could ever hope to have. And I will continue to call upon him and his counsel in whatever new venture I find myself in.

I can't stress strongly enough, that if you want to grow your sales and/or grow your business, you need to get ahold of anything and everything Michael is offering.

He has over 40 years of successfully learning, applying and coaching others in Godly sales and business practices, that actually bring scaled MULTIPLICATION instead of mere incremental growth.

Over the years, I have invested a lot of money to tap into the deposit of wisdom God has given Michael, and I have reaped millions and millions from my investment.

I am a big believer in Proverbs 4 & 8 where Solomon says: "Get wisdom! Get understanding... Though it cost you all you have, get understanding... wisdom is more precious than rubies (money) and nothing you desire can compare with her."

I haven't always made the wisest choices in business but I have pursued God's wisdom and understanding with all my heart. A big part of that was what I have learned from Michael and it has paid more than I could have imagined.

I highly recommend that if you have the opportunity to be mentored by Michael, that you don't pass it up. You won't regret it!

Joe Johnson, PhD
Serial Entrepreneur

INTRODUCTION

Michael Pink spent the last nearly 45 years actively engaged in the realm of commerce. First in sales, then in management, and ultimately in a number of companies that he started and sold.

But for the last 25 years (since 1993), he has been fully engaged in sales training, business coaching and consulting. During that time, he has helped companies add millions of dollars to their sales, and millions more to their bottom line in short time frames.

His clients have ranged from Fortune 100 companies to much smaller enterprises in a myriad of fields, ranging from automotive and printing, to finance and real estate. He's written for numerous magazines including SUCCESS and had 15 books published. A frequent guest on national TV and radio shows, Michael hosted his own 2 minute inspirational spot on up to 200 radio stations and has lectured at universities here and abroad.

Most recently he took on the assignment to help a struggling commercial real estate brokerage that was considering closing up shop. He contracted with them to turn it around. By August of 2018, they were officially recognized as the fastest growing real estate brokerage in America and in the history of the INC 5000.

It is from this vast reservoir of nearly 45 years of experience, studying, distilling and putting into practice Biblical truth in the marketplace, that he has written this book.

SECTION I

GETTING STARTED

CHAPTER ONE

Your Pivot Point

(What you're about to learn will allow you to turn your life around on a dime!)

“For God gives wisdom and knowledge and joy to a man who is good in His sight; but to the sinner He gives the work of gathering and collecting, that he may give to him who is good before God.”
(Ecclesiastes 2:26)

God gives “wisdom and knowledge” to those who are good in His sight. But too many people reject knowledge and perish (Hosea 4:6) and wonder why life isn't working out for them.

They end up like the sinner who spends their life gathering and collecting for the benefit of others who chose to receive the knowledge and wisdom God was offering.

Knowledge and wisdom that comes from God gives life, and when you reject it, you cut yourself off. Maybe you think you have never rejected it, but I submit to you, when you choose to travel south for example, you have by that choice, rejected going north. Now maybe you didn't consciously reject going north, but by choosing to go south, you automatically rejected the northern route.

The same is true when it comes to knowledge and wisdom. According to Genesis, there is knowledge that is good and that which is evil. There is also wisdom from above (James 3:17) and wisdom that is earthly or sensual. (James 3:15)

When you choose to learn cheap sales tricks, crafty speech or dishonest and manipulative sales practices, you're automatically rejecting God's way of communicating value that helps folks get what they need.

In the end, because you have rejected His knowledge, by choosing the alternative, you perish. You might even have material success, but for

every bit of ill-gotten gain, you have traded a piece of your soul away and are slowly dying on the inside.

The good news is that the Lord desires to shepherd you. He will lead you to green pastures beside the still waters and He will restore your soul. So, if you've been practicing a sales process that is not reflective of the character of God, it's not too late.

Turn away from all that junk, let God restore your soul, rebuild your character and refill your life with His knowledge and wisdom. Before you know it, your life will be back on track and others will be "gathering and collecting" for you!

If you've failed in the past, or if right now you're frustrated because you haven't succeeded like you had hoped you would by now, it's ok. Every successful person has had multiple failures. It's a "rite of passage". It's the bridge you must cross to get there.

For many, that bridge is too painful to cross. It's a bridge too far. So they stay on the safe side, the land of security, mediocrity and obscurity. But for others, the joy set before them of the Promised Land on the other side of that bridge, is well worth the pain of temporary failure, the ridicule of others and even the scars that come with the loss and heartbreak along the way.

Their gaze is fixed on the prize. They leave the pain behind as a distant memory and press on toward that which lays ahead, knowing they will reap such an abundant harvest in their appointed season if they don't lose heart and drop out of the race.

Your lack of success isn't likely because you're a bad or inept person. You no doubt did the best you could with the limited knowledge you had. It's kind of like the mountain man who came to town to buy a new axe. The hardware salesman sold him a chainsaw instead.

A week later the mountain man returned wanting his old axe back because he said the chainsaw was no good at cutting down trees. The salesman was surprised and took the chainsaw, pulled the starter and it roared to life. The mountain man jumped back and shouted, *"What's that noise?!?!"*

You simply don't know what you don't know.

Most likely, you've read many sales books, been to several motivational sales seminars and have been mentored by a couple self-proclaimed expert sales managers along your career path.

Perhaps you've even had some formal training.

All of those things help, but deep down inside, you know you're not where you need to be, where you want to be, and where you know you really could be.

And you're not sure what to do about it. You might even be thinking you're in the wrong line of work, that maybe you're not really cut out for sales.

Well, I have news for you... Nobody is inherently "cut out" for sales. It's a path you choose because it has more income and personal development potential than any career on earth.

Are you counting on a new "power close" or slick "sales system" to BRIDGE THE GAP between where you are today and where you want to be?

While having a system is part of the science of selling that I teach, a system alone is not enough. What I'm going to share with you is more of a "way" of doing business.

And for that "way", there is an "Ancient Blueprint" God gave Moses. I sometimes call it the "Moses Blueprint". It gives you boundaries along with principles and strategies that can be adjusted (but not compromised) to suit the situation.

That Blueprint when followed, will transform your character and thinking, unlock massive creativity and unshakeable confidence, while laying bare the most effective sales, marketing and business secrets ever discovered!

Sure. You can always work harder, try harder and sell harder. You can even try to work 10 X harder, and it may even help, but it won't

give you 10 X the result. There is another "way". A much better "way"!...

I discovered that “way” in the "Ancient Blueprint", and while it honors diligent effort, it offers two additional, little known and seldom used levels of understanding that give you tremendous leverage and competitive advantage in the marketplace.

King David of ancient Israel benefited incredibly from this Blueprint and was later in life able to make a donation of nearly \$200 billion (in today's money) from his own reserves to build the temple.

He had found that old Blueprint, and his son Solomon whose wealth dwarfed David's, left us a clue when he said, *"In vain, you rise early and stay up late, toiling for bread to eat - for He gives His beloved sleep."* (Psalm 127:2)

He knew something about what I call Level 2 and Level 3 leverage points, which I'll get to further on. When you learn how to function on those levels, you can experience multiplication of results without multiplying your effort.

It was Jesus who said, His yoke was easy and His burden light, so why do we insist on doing things the hard way?

Are you counting on that new CRM system, time management, goal setting software or the latest motivational guru to help you bridge the gap?

They can't give you what they don't have. Insanity is doing the same thing over and over again, expecting a different result. Here's a clue... A good CRM can be invaluable, but it won't bridge the gap.

In 2015, I signed on to help a dear friend who was struggling with his boutique commercial real estate brokerage with only three agents. My role was to hire, train and develop a successful sales team. By August of 2018, that struggling three man team had grown into a powerhouse and was ranked by INC Magazine as the fastest growing real estate brokerage in their history!

That company invested heavily in the best CRM available for the entire team, but the top producers were some of the worst offenders at using it. They used it reluctantly but leaned much more on Level 2 and 3 strategies for their success found in the Moses Blueprint, which I will get into a little later.

BTW, listening to great motivational speakers, reading books, setting goals, managing your time better etc., can be great, but they won't bridge the gap either. But because people don't know what they don't know, they keep running after the next "same thing with a different name" (shiny object syndrome) like a dog chasing its tail!

As God said in Hosea, *"My people perish for lack of knowledge."* I'm going to take you inside the "Ancient Blueprint" and let you see how as a young salesman I was able to...

- ✓ Sell 50 life insurance policies and 40 renewals my very first week in sales, without approaching a single person I knew, including my family.
- ✓ In my next job selling copiers, close 13 deals (my 3-month quota) with 13 different companies in a single day! (My friend Wes Cantrell, former CEO of Lanier Worldwide, agreed it had to be the unofficial world record!)
- ✓ In my rookie year, in an industry where a 25% closing rate was the norm, maintain a 91% closing ratio for the year, and set an all-time sales record for the company, all without manipulation or high-pressure tactics.
- ✓ Take over a fledgling sales team of 5 copier sales reps and within 10 months bring a 430% increase year over year.
- ✓ Self-publish a book (The Bible Incorporated) with no publishing experience and within eight months outsell by a multiple of 5, what well established publishers ever achieve over the entire life of any book. (It went on to become one of the best-selling Christian business books of all time.)

DISCLAIMER: I hesitate to share those and many other victories, lest you consider it bragging. There is nothing in me (and nothing I have accomplished) worthy of bragging. However, I will not stop bragging on God, the efficacy of His Word, the wonder of His love, the unsearchable riches of His grace, the supreme magnificence of His wisdom and every other thing that extols His glory.

Any of the results I have experienced came about by simply following and applying the instructions He has given us. They were not a result of some special talent I have.

Without His Word (Jesus is the Word), I would have nothing, but with God's Word, I have no limits except the ones I choose to accept. In short, if I can do it, so can you, and even greater!

Why greater? Because you can stand on my shoulders! This can be your starting point, where you access what has taken me decades to discover, test and prove out, without you having to spend the same amount of "time and treasure" to get it.

I could go on and on, testifying of the goodness of God and how learning His ways have revolutionized my professional life without me having to sacrifice my family, beliefs or quality of life.

I have nothing to prove, but after nearly 45 years in sales, sales management, starting, building and selling businesses, writing over a dozen books, being on the radio in nearly 200 markets for 7 years, I have much to share and this I will do with God's great help.

I am not something extraordinary. I'm made of the same clay as you. I have simply discovered something extraordinary, that has created a legacy of unbelievable accomplishments that anyone can learn from and emulate. That is what I want to share with you.

We often operate in life using very limited knowledge and have no idea there's a better way. But there is. Your lack of success or past failures are more a result of trying to accomplish big things with the equivalent of a chainsaw that hasn't been powered up. And you had no idea that power was available to you.

Failures can never define you, unless you want them to. God put genius in every one of us, but genius needs information (knowledge) to work with.

Any successful person will tell you that their success came when they discovered or learned something that changed their view of life. That knowledge became a **pivot point** for them.

You're reading this today, because **it's time to pivot**. This is the knowledge you've been lacking. With it, you can cross over that bridge and enter into the land of Promise.

Sure, it too will have its challenges, but you'll be equipped to meet them head on and turn them into great provision, because problems are the great reservoir of provision just waiting for someone to unlock them!

No doubt you've heard others talk about success. You may have even purchased their programs in the past, only to find out that their success was contingent on people like you buying them.

You were in the hunt for true wisdom and were served up what James 3:15 calls "earthly wisdom" that is sensual in nature, even demonic, and is built on **envy and self-seeking**. Sound familiar? That is the siren call you hear reverberating endlessly on the internet and in social media.

But there is another kind of wisdom. It comes down from above with seven characteristics that correspond with the seven pillars of wisdom Solomon mentioned in Proverbs 9:1. As you embark on this journey, you will have something you haven't had before. Not in this way.

You will have the sure footing of Scripture applied to sales and business. You'll have a proven track to run on and if you're part of our coaching group, you'll have the support of an online community pursuing God in the marketplace just like you. And you'll have direct input from one of our coaches along with my direct LIVE interaction in our online group.

With the right information and the support of a community of believers with common desires being fulfilled in diverse ways, you have every reason to believe you'll cross that bridge into the Promised Land. It's NOT a bridge too far. It is here now, and YOU CAN CROSS IT!

And what exactly is that Promised Land? The Bible says you were "*fearfully and wonderfully made*". Before you were in your mother's womb, God knew you. You are "*His workmanship, created in Christ Jesus for good works, which God prepared beforehand for you to walk in*".

Those good works are the things you were handcrafted by God to do. It's a place where lack is temporary, sacrifice is sweet and victory assured. It's a place where your destiny is fulfilled and the desires of your heart are both pure and realized.

It's the place where God-sized dreams are encouraged and flourish. It's the place where work is pleasure and the rewards of your labor are as sure as the wheat harvest in late summer.

Are you interested?

The fact that you're reading this book right now is proof that you want to learn, that you want to find out what you don't know, and that you want to improve your life. You want to change the world and make an impact.

I'm going to do my best to help you do that! We might not change the whole world, but we can certainly change and impact our part of the world. And God will grant us even more territory as we learn to master what He has already given us.

CHAPTER TWO

It's Not Too Late (It's not too soon either!)

*“Yet who knows whether you have
come to the kingdom for such a time as this?”*
(Esther 4:14)

Who This Book Is For...

In this book, I am going to introduce you to a way of selling, like you've probably never heard before. It's found in the 7 Step Blueprint God gave Moses and revealed in Scripture, that when applied to sales and business delivers incredible results – with far less effort and absolutely no cheap or offensive sales tactics! The decoding of this blueprint for sales and business can only be found in 7 Secrets of the Sale. I know of no other place.

It could just as easily have been named 7 Secrets of Persuasion or 7 Secrets of Communication, because selling, at its core, is the transference of passion, of conviction, of firm and resolute belief in the product, service or ideas you hold to be true. And this is done through the art of persuasion using the gift of communication.

Master this fine art of persuasion and communication that we call, “selling”, and you will be set up for success in life like you've never imagined.

If you're a pastor or some part of the five-fold ministry, this will help you transfer the passion of your heart to a hurting and dying world.

If you're a doctor, lawyer, CPA or other professional, this will help you influence the heart of your clients in a way that is in their best interest, so you can serve them well and often. You'll enjoy learning about the Science of Selling that cooperates with human nature instead of fighting it. (So important!)

If you're an entrepreneur with some business idea about to break forth or a seasoned business pro who wants to learn how God can impact your life and business and give you peace in the midst of the stress

and tension that comes with growing your sales, paying the rent and making payroll, you need the power of persuasion and effective communication working for you.

If you're in the sales profession, you already know what the power of persuasion and strong communication can mean for your life, career and family. It doesn't matter whether you're selling B2B or are in network marketing.

It matters not if you're in retail or selling online, what I'm about to introduce you to will flat out change your life for the good, so much so, that it will stun you!

Exactly how you proceed after I introduce you to this treasure trove of wisdom, is up to you. Hopefully, you will want to dive in more with us and make it your mission to master these skills and grow your life.

Hopefully you'll want to become that person who *“walks not in the counsel of the ungodly, nor stands in the path of sinners, nor sits in the seat of the scornful”*. (Psalm 1:1)

No, you will be the one who *“delights in the law (instruction) of the Lord”* and will marinate your mind in His truth *“day and night”*. Without doubt, *“you will be like a tree”* that everyone admires, *“planted by the rivers of water, bringing forth fruit in season”*. *“Your leaves”* (means of production) *“will not fail and whatever you do will prosper!”* (Based on Psalm 1:2-3)

Are you new to sales? I love helping newbies who are in their first couple of years in their sales career. When it comes to practices and strategies, they're pretty much a clean slate. Very open to learn.

They're either about to start in sales and are scared and excited or they've recently started and have found it to be much more difficult than they thought.

When it comes to training, they either have no training or what they were given doesn't fit them. The day David killed Goliath he was invited to wear the king's armor to protect him when he went out to

fight Goliath. David tried it on, but it didn't fit him well and he hadn't tested it or practiced with it.

A lot of sales training is like that. Your boss has brought you into the office to be indoctrinated in the corporate way of selling, but it doesn't fit you. It doesn't feel authentic for some reason. Or it doesn't feel right to put those words in your mouth, in that way.

You're not alone. *7 Secrets of the Sale* shows you how to put God's Word in your heart, mind and mouth. His words are sweeter than honey and never make your stomach sick. They give you a kind of "super power" if you digest them and act as though you believed them.

I've got a ton of stories that will bear that out and hopefully encourage you on your journey. When equipped with His wisdom and ways, you only need a sling and a stone to conquer the biggest of Goliaths.

There are so many great stories to be written by people, just like you. I can't wait for you to get through this book and then reach out to us, so we can help you further along your journey.

But perhaps the majority of you reading this book, fall into another group. You're a seasoned sales rep. You've made a decent living, been honest, worked hard, but never really achieved like you wanted.

You've gotten used to being pretty good at sales and are certainly better than most newbies, but there are deals you lose that you think you should have gotten.

There are levels of peak performance that you may have achieved intermittently, but you couldn't sustain them. You may even be in one of those valleys right now, fighting self-doubt and wondering if your best years are behind you?

Maybe your retirement years are coming closer to you, and you're afraid because you know you could never live on your retirement. (Is that you?)

You know deep down inside that something has got to change and change in a big way or you will be in a world of hurt in the not too distant future. This is for you as well.

What you will learn from 7 Secrets of the Sale can lift you out of the deepest pit. It can take you to the land of Promise you know God showed you years ago, but the clarity of that vision has faded like the morning light when the fog rolls in. Where did the vision go? Where did the years go? Can I get it back?

Here's the good and bad news. You can never get time back, but you can recover what was stolen or lost in that time. That is the promise of Joel 2:23 – 27 where God promises to cause the rain to come down and their crops to flourish.

He goes on to promise that He will restore the years that the locusts have consumed and they will eat in plenty. They don't actually get time back, but they get back what would have been produced in that time.

The rain spoken of in that passage is clearly literal, but we also know that water is a metaphor for knowledge.

God's people perish not for lack of money, but for lack of knowledge. (Hosea 4:6) What you hold in your hands at this very moment is the introduction to a body of knowledge so revolutionary, yet so full of peace and joy, as to stand in stark contradiction to the ways of the world, and yet be totally comfortable with that reality.

CHAPTER THREE

The Goal

(What's your why?)

“But one thing I do, forgetting those things which are behind and reaching forward to those things which are ahead, I press toward the goal for the prize of the upward call of God in Christ Jesus.”
(Philippians 3:13)

My goal for this book is twofold: Firstly, to so enthrall you with the wisdom and practicality of God's Word, that you will seek out and connect with the abundant **life of God** at a deeper level than ever and begin to experience Him in the workplace like never before.

The more you come to know God the Father and Jesus our Lord, the more you will experience God's grace (His ability working in and through you to accomplish what you could never accomplish on your own) and peace (including the end of stressing about what you will eat, drink or wear).

When you connect with the life of God, it becomes light (revelation and understanding) to you. When you look for the light without connecting to the life of God, it's just head knowledge.

That's where the religious leaders in Jesus day missed it. He said to them, *“You search the Scriptures, for in them you think you have eternal life; and these are they which testify of Me. But you are not willing to come to Me that you may have life.”* (John 5)

John 1:4 says about Jesus, *“In Him was the life, and the **life was the light of men.**”* In other words, all of their massive head knowledge and memorization of Scripture didn't give them life. And without the life of God coursing through them, they cannot have any real light!

**As you take this “life journey” with the Lord, you will experience the favor of God on your behalf like maybe never before!
You will experience the wisdom of God coming to you in unexpected ways and at opportune times.**

I want you to fall head over heels in love with God the Father, and with Jesus Christ our Lord. I want you to experience the Holy Spirit teaching you and guiding you and encouraging you.

And secondly, out of that experience, I am believing to see you begin to excel in sales and in business like you've only imagined. I see many of you becoming financially liberated and entering into realms of stature and influence you've rarely even dared to think about. And with that influence and stature comes great responsibility.

When you give generously, it will not be obligatory, but rather purposeful. You will expend resources not only in support of other works of God, but you will also use your resources to take the lead, step out boldly and bring change in our culture where needed.

Some of you will have the resources to write and publish the book you know God has given you. Others of you will fund orphanages, rescue children from being trafficked, or rent billboards with powerful messages to bring conviction or hope to those who see it.

Still others will be like the My Pillow guy (Mike Lindell) who is pouring the fruit of his success into funding the production of Christian movies such as the compelling and gripping true story called, "Unplanned". (You must watch that!)

Imagine the impact your life can have when you're not scratching the ground looking for meager resources. I've had the privilege of interviewing billionaire Peter Daniels a number of times for my private coaching group.

He came from a third generation welfare family. He had four fathers and two mothers. Many of his relatives were incarcerated, but he came to Christ in 1959 at a Billy Graham crusade. He was a 26 year old color blind, brick layer who couldn't read or write.

He said he walked into the crusade one way and came out a totally different man, knowing He was the son of a King when he left. He soon landed his first sales job as a paint salesman, which was quite a challenge because he couldn't see color and he couldn't write up orders.

Despite those significant limitations, he quickly became the top paint salesman in all of Australia. (He shared his secrets for sales success in our most recent interview.)

He went into business three times and failed each time. His wife asked him not to try that again. She suggested he get a job with the city as a garbage man. Anything other than to go back into business.

He didn't take her advice on that occasion, opting instead to join someone who had invited him to go into business opening up a real estate agency.

By that time he had learned to read and write and was quickly averaging getting 28 new listings each month with a very unique approach he shared with our coaching group.

One success led to another and he quickly became a multi-millionaire, and ultimately a billionaire. Rather than merely lavish his wealth on himself, he looked for opportunities where he could affect positive change with his wealth.

One example came when there was a nude Broadway type show playing in Australia. He has great respect for women and felt they were being degraded by this show.

With his own funds, he began a crusade to rally folks and got it banned in Australia. It took two years, but he eventually won a landmark case in the Supreme court. It was the first time in 200 years that the British Empire made such a ruling.

Imagine the list of heroes in Hebrews 11... There are sixteen by name and many more not named, who changed the world they lived in. Not one of them was in what we call the full time ministry. They were shepherds and herdsmen, farmers and inn keepers. In today's world, they would be ranchers and farmers, business leaders and influencers.

They used their position at the time, to alter the course of history. It wasn't by holding a prayer rally or a conference. They took bold action in addition to whatever their prayer life might have looked like. And God counted it and recorded it and they are honored for that.

My goal is to help thousands of men and women of ordinary stature to recognize the sheer genius that God handcrafted into each one of us when we were created in His image.

The key to tapping into that genius is found in the wisdom of God, dripping off of every word that ever came from the heart of God.

Then using that genius to take territory in the marketplace, gain wealth and influence and use that to push back darkness, advance God's kingdom, and bring hope and healing to millions and millions of people. Are you up for that?

CHAPTER FOUR

Everyone Has A Story (This is mine)

*“For I know what I have planned for you,’ says the Lord.
‘I have plans to prosper you, not to harm you.
I have plans to give you a future filled with hope.’”
(Jeremiah 29:11)*

By the time I was 11, I had had three mothers and been left at someone’s doorstep twice. By the time I graduated from high school, we had moved 13 times in 12 years.

At age 19, there was a strike at the factory where I worked. Needing a job, I searched the want ads and came across an ad that roughly read... “UNLIMITED INCOME! EARN WHAT YOU’RE WORTH!” It was a straight commission sales job selling whole life insurance.

I couldn’t believe my good fortune! A job with no limits on your earnings?!?!? And, getting paid what you’re worth?!?!? When they hired me along with a fresh class of equally naïve folks, I thought I had hit the jackpot! Without knowing it, I began operating in one of the “Level II” strategies I teach in the online “7 Secrets Selling System”.

In my first week, only calling on people I didn’t know, I sold 50 whole life policies, worth about \$300,000 in today’s money and 40 renewals for another \$250,000. I had no idea that was exceptional.

Although I knew nothing about sales, there was one thing that separated me from others in my class of new hires. It was what I believed about myself, about others, about insurance, and about what was possible, that brought that result to fruition.

I had no idea how “unrealistic” my beliefs were, but because I believed them just as strongly as I believed the sun would rise the next day, they produced an astounding result. (There’s a really big lesson there if you can receive it.)

Due to excessive overnight travel, I decided to leave the insurance business that same year and transitioned into copier sales.

By the time I was 25, I had buried my first born child, lost my 6 year marriage and went from living in a beautiful custom home and having investment property to driving an old manual shift Dodge Duster, (even had to sleep in it once) and sleeping on someone else's couch.

I then moved to Toronto and got a job selling copiers again and barely eked out a living despite how hard I worked. Nothing was working. Life was dark. I wanted to get back on my feet and be established again. I moved back to British Columbia and entered the world of financial products.

I would drive to downtown Vancouver in the rain, and the floor of the car would collect so much water that when I applied the brakes, it would all run to the front, soaking my shoes. Then when I stepped on the gas, it would slosh to the back. It was in such bad condition that I usually had to jump start it, which meant I had to be very selective about where I parked in the city.

I remember one chilly day, I had found a parking slot on a hill with no cars in front of it, making it easy to jump start it. Before I got back in the car to leave, I stood on a sidewalk surrounded by commerce and success, overlooking the Pacific ocean with yachts and natural beauty and feeling what I can only describe as the weight of destiny.

I somehow knew that God had big plans for me, that my failures did not define me, that my current circumstances, bleak as they were with a car I had to jump start and no place of my own to live, did not represent my future.

The destiny that I believed lay ahead of me was being fiercely contested by the circumstances confronting me.

Then one cold and dreary winter day in Canada, while waking up on someone else's couch in their living room, I turned on the television and saw the popular Christian TV show, The 700 Club airing.

I was only half awake and even less interested, but suddenly as I watched the television, the image transformed and I saw myself being interviewed and I saw my name at the bottom of the screen, even though in reality, that was not happening!

I stared at the TV in disbelief and wonderment, then quickly shut it off and went for a walk in the rain. It was incomprehensible to me that I would ever be on TV, let alone interviewed on The 700 Club.

Who would ever want to hear from me? I had failed at life, lost my family and was dead broke and still owed hundreds of thousands of dollars with no known way of paying that back.

As I walked in the gloomy drizzle the West Coast is famous for, I found a ravine with a creek wandering through it. It was there that I told God just how bad life really was. I had quite a list of failures, disappointments and heartbreaks.

After an hour, when I finished pouring out my grievances to Him, telling Him how absurd it was that I would ever be considered for an interview on The 700 Club, He asked me a question... *“Are you tired of feeling sorry for yourself?”*

I was stunned by the clarity of His voice and the message He had for me. I was hoping for a hug or some words of encouragement. Instead, He challenged me.

The only response I could come up with was to spend equal time praying for people worse off than me, (if there were any, I thought). So, for the next hour, I prayed for everyone I knew that was going through challenges.

After that I prayed for people I knew must exist, but I didn't know, who were undoubtedly being challenged in their life. I prayed for missionaries in Africa and China. I prayed for inmates in jail. I prayed for the homeless. I prayed for any group of people I could think of that might be in need.

After about an hour, strangely enough, I felt much better, no longer depressed, and I asked God a question... *“What about me... will I ever be ESTABLISHED again?”*

Without missing a beat, He responded with a Bible verse, 2 Chronicles 7:17. Like you perhaps, I had no idea what that said or even if it was in the Bible. I ran out of the ravine to my car, pulled out my Bible and hurriedly read the passage...

“As for YOU, if you walk before me faithfully as David your father did, and do all I command, and observe my decrees and laws,” verse 18 continues... *“I WILL ESTABLISH your royal throne...”* I knew this was a promise to Solomon but what I understood the Lord to be saying to me was essentially, *“If you will follow after me and keep My Word, I will ESTABLISH you.”*

I was stunned at the direct answer to my question and I held my Bible up in the air in the rain and with tears in my eyes, told the Lord that I would study His Word and do what it says and tell everyone else about that, BUT if He didn't do what it says He would do for folks, then I couldn't and wouldn't tell anyone.

Well, after He got finished laughing, I told the Lord that I had an urgent financial need in the amount of \$1000. So I went back to my friend's house, got cleaned up and drove about 30 miles to call on a prospect.

It was Friday and almost noon when I got there and the man rebuffed me coldly. Having no more leads to work on, I walked to a nearby restaurant to have some lunch.

As I approached the restaurant, the Lord interrupted my thoughts and just said, *“No.”* I remember stopping on the street and wondering why God would say not to go there. It made no sense to me. It wasn't some seedy bar. It was a respectable, Christian-owned, family restaurant.

So I proceeded. Once again, He said, *“No.”* I hesitated but continued, thinking I must be imagining this. When I put my hand on the door, His voice was quite loud and firm... *“NO!”*

So, I turned around, went back to my car and decided to head back to the suburb near where I was staying. On the way, while driving across the mile long Port Mann Bridge crossing the mighty Fraser River, I jokingly asked God if He had any particular place He wanted me to go? To my surprise, He heard me, and answered! His reply was as swift as it was surprising. He simply said, “*Chi Chi’s*”.

I knew the restaurant. It was a big box Mexican restaurant I had never been to. I told Him, I hated that kind of food, but He didn’t change His mind, so I drove to Chi Chi’s, wondering if I was really playing with a full deck in my head.

Upon my arrival, I discovered there was a long wait, so I went back to my car to leave and find another restaurant. He told me to stay and have lunch there. I was beginning to seriously doubt my sanity but figured I might as well follow this through to its end.

When I was finally seated, I discovered that I was across from Rick Osborne, an old friend, a prolific writer with a profound relationship with God. He was in a meeting with someone but asked if I could wait around because he really needed to talk with me.

I was happy to oblige and thought this was my \$1000 commission opportunity. I was sure he was going to buy something from me to help with his tax liabilities.

Boy, was I wrong! He had an income problem, not a tax problem. Totally deflated and certain now that my \$1000 request to God had fallen on deaf ears, I offered to spend the weekend helping him by writing up a proposal and contract for a publisher he was hoping to get a big deal with. I told him I had no plans for the weekend and I was not asking for any remuneration. I just thought I could help him.

My first experience seeking God for wisdom in writing a contract...

Over the weekend, God gave me clause after clause, and innovative ideas that I incorporated into his presentation for Monday morning. Long story short, he presented it and walked out of that meeting with

a fat check and a great contract! Needless to say, he was thrilled with the outcome!

Meantime, I was still asking the Lord when I would get the desperately needed \$1000. He told me that it would be replenished when I had completely run out of money, and not until.

That was cutting it too close for my liking, but what choice did I have? Not only did I have no sales prospects but the time I spent helping my friend Rick was as a gift and not done for a fee.

Later that week, Rick asked me to meet him at their CPA's office related to this deal, so I did. It was about a thirty mile drive and I was low on gas and had no more cash and no credit cards.

I arrived a bit early and my gas gauge was on empty, so I pulled into the gas station, counted my coins and with some embarrassment, purchased roughly \$1.38 in gas, which was less than a single gallon of fuel. It didn't even move the needle.

After the meeting, Rick asked me to meet him at his place, roughly 30 miles back in the direction I came from. As I was driving there on fumes, I realized I had no money, no gas, no credit and no prospects for income.

With tears in my eyes, I looked toward Heaven and loudly declared, *"Today is pay day! You promised that when I ran out, You would replenish. I have no resources whatsoever left. It must be payday!"*

Sure enough, the reason Rick had asked to meet with me, was because the Lord had impressed upon him to give me \$1000 in CASH despite the fact that we had agreed that there would be no charge for my help.

He handed me ten crisp, \$100 bills and I thanked him and left. He had no idea I was needing that amount. He was just obeying what the Lord had told him. Rick was always like that. So faithful to the Lord and I will always be grateful for his walk with God and kindness to me.

I got in my car and left the subdivision, looking for the first gas station I could find. Within a few miles, I was climbing a gentle hill when the car finally ran out of gas and fumes. I was travelling about 50 miles per hour and it was enough speed to crest the hill and begin coasting down the other side.

As it happened, there was a gas station on the right that I was able to glide into and pull up beside the pump. When the attendant came to pump my gas, I handed him a \$100 bill and said, “*Fill ‘er up!*”

It was just like God had promised. When I literally ran out, He replenished! His faithfulness was becoming a reality to me as I was slowly coming to terms with the idea that God still loved me and had plans for my life.

The next several months were adventurous to say the least and I ended up in Nashville, TN where I remarried and settled down.

CHAPTER FIVE

You're Just ONE WIN AWAY...

(From everything changing for the good!)

*“And let us not grow weary while doing good,
for in due season we shall reap if we do not lose heart.”*
(Galatians 6:9)

Seeing as how I was going to put roots down in Nashville, I needed to gain employment. All I knew was that I wanted to glorify God and make an impact. As I was driving through town on the Interstate, the Lord drew my attention to a building off to the right and said, *“That’s where you’re going to work.”*

You have to understand... I wasn’t praying. I was driving. It hadn’t occurred to me to ask God where to work. I was hoping for something big where I could make a difference.

When I looked at the building, I saw a man’s name on the side of it, along with the logos of a couple copier brands I was familiar with. Just like the Chi Chi’s story, I told the Lord I really didn’t want that. I never wanted to sell copiers again.

Although I had previously enjoyed great success in sales, my stint in Toronto did not go well. Nevertheless, He had nothing more to say, so I knew I had to go and check them out.

I dropped by their office and spoke to the VP of sales. It was a well-established copier company with around 100 employees and they were looking for a rep for downtown Nashville.

I told him I wanted some references from their competitors so I could check with them to see what their reputation was really like. He obliged me and I went to a couple of their competitors to ask them about this company. After all, I wasn’t going to work for them if they were cutthroats.

As it turned out, their competition held them in high esteem, so I returned and applied for the job. However, they had awarded that

position to the Xerox sales manager who was changing employers but offered me a chance to work in a satellite office that had not enjoyed much success.

In essence, he threw me a bone. But knowing God had directed me there, I took the bone and started to work there.

On my first day, the VP told me that they expected no sales my first month because I had to learn the equipment and begin finding leads. By the second month, they expected two sales and they wanted me fully up to speed by the third month with four sales per month thereafter. That meant they wanted me to make six sales in my first 90 days.

In my two years with that company, I never saw anyone make six sales in their first 90 days, but that was the goal nonetheless. He told me that I should close one out of every four or five copier demonstrations. The national average he said, was one out of four.

Later that day, it was obvious something was troubling me and I was asked what it was. I explained that they were expecting me to sell one out of four. *“What’s the problem?”* they asked.

I said that means they want me to accept a 75% failure rate! Then I reasoned, *“What farmer plants four rows of corn and then prays to God that only one of them comes up?!”*

The beginning of learning and applying Biblical wisdom to sales...

I picked up my Bible and said, *“I’m going to study this and find principles and strategies that I can deliberately apply to the sales process and instead of selling one out of four, I intend to sell one out of one!”* Needless to say, they thought I was a little bit ambitious.

The problem however was finding practical truth in Scripture that would actually impact my sales results. There was a book of the Bible called Job, but it turned out to be about a man with that name instead of something about employment. There was a blueprint, (the one God gave Moses), but I hadn’t found it yet.

Over the next many years as I studied Scripture, I would find one amazing sales or business secret after another. (I'll get to those a little later.)

As I began cataloging them and writing them out, I slowly discovered that they're part of a blueprint of sorts, a template if you will, that brought order and alignment to the seemingly random chunks of wisdom I was discovering.

One of my first attempts to compile Scriptural truth around business themes was my book, *The Bible Incorporated – In Your Life, Job & Business*. It wove together over 2000 passages of Scripture in conversational language on 101 work and business topics. Even though it was self-published, it went on to become one of the best-selling Christian business books of all time.

But I still hadn't found the Blueprint. I wasn't looking for it because I had no idea it existed. Without doubt I had seen and read it many times, but I had no idea I was reading a Blueprint that could revolutionize sales and business. I thought I was reading something a little mundane and very outdated, not applicable to modern day life. Boy, was I wrong!

Over the years since then, the Blueprint God gave Moses has unlocked so many mysteries for me and given me amazing insight into all things related to sales, marketing and business in general. It's utterly amazing.

I remember the first thing I found in scripture that I could apply. It says in Proverbs 3, *"Let not mercy and truth forsake you. Bind them around your neck..."* Now hold on. How in the world do you tie or bind mercy and truth around your neck?

And by the way, where can you find that to buy in the Christian bookstore? I mean, what would you get? Would you find mercy and truth packaged in such a way that you would be able to actually tie it around your neck?

And then Proverbs says, *"Write them on the tablet of your heart. And so find favor and high esteem in the sight of God and man."*

Think on that! Who wouldn't want God and other people to give them favor in the marketplace?!?!

So was I supposed to actually tie mercy and truth around my neck? You see, this is where so many people lose it. This is where there's a disconnect.

They read verses like that and think, that's a nice verse, and move on to the next one. But they don't think it through, as to how they can apply it practically to their work or business.

Well, for me, as I began to think about that, I thought, mercy meant that I was never going to try to get somebody to purchase from me (and maybe use my persuasion skills or strong arm them to close a sale) when it's not in their best interest.

I determined, that I would only attempt to make a sale to someone when I believed it was in their best interest. That's merciful. The fact that you can get somebody to say yes, doesn't make it right. The merciful thing is to do what is right for someone.

And the second thing is truth. Telling the truth is more than just not telling a lie. Telling the truth involves doing your best to make sure they have the full truth and nothing but the truth, so to speak.

You see, you can tell the truth, but convey a lie. I sometimes tell audiences that I spoke at a Promise Keepers convention in Indianapolis at the RCA Dome. There were 60,000 men there. It was exhilarating. I had never spoken to a crowd like that before.

However, the rest of that story is, that they pretty much ignored me because I wasn't on the platform. I was up in the bleachers with everybody else hollering and cheering and whatever. And so you see, if I only told part of that story, it would lead you to believe that I was a speaker there. But I wasn't.

I didn't actually say I was, but I inferred that. A lot of times people in sales think they're not being dishonest because they didn't actually lie. But in fact they withheld vital information which lead somebody into

a wrong conclusion. Lying is the intent to deceive and you can deceive people by telling them the truth selectively.

So, I reported for duty the next day at the branch office where I was going to be working and my boss said, “*Son, what are your goals?*” And I said, “*Well, you know sir, I’ve thought about it and my goal is to sell one out of one*”.

He looked at me like he had made the worst hiring decision of his career. He didn't think I showed signs of insanity during the interview process, but now suddenly he learned that I thought I was going to sell one out of one.

He laughed and thought that if I had said that in the interview he never would have hired me, but they had already printed my business cards, so he decided to see what I could do.

I went to work and as it turned out, 90 days later after diligently and consciously applying Proverbs 3 (and other Scriptures) to my daily activities, it was time for our quarterly review. I actually started mid-January and it was now mid-April, and time for our first quarter review.

When it came my turn to project my results on the screen stating the number of calls, demonstrations, sales and revenue I had generated, I said, “*I’ve been here 90 days. I’ve done 22 copier demonstrations, but I’m pleased to report to you that I also have 22 sales.*” Now that was one out of one and it was three and a half times a number that I had never seen anyone achieve.

I’ll tell you their reaction and the amazing events that followed in just a minute. But first I want you to understand something very, very important. Doing sales by following and applying Biblical precepts was a huge and very significant win for me!

It became *my pivot point*. I can mark that experience down as the time everything changed for me and my life began to improve quickly and sustainably. Don’t miss what I’m about to say...

You’re JUST ONE WIN AWAY from totally changing your life!

You're JUST ONE WIN AWAY from being on the path to financial freedom!

You're JUST ONE WIN AWAY from seeing your dreams take shape!

The power and impact of that first win is hard to overstate! Let me give you another example of the power of the first win before I finish telling you what happened at the copier dealer where I was working...

One summer at Lake Simcoe, Ontario, when I was about seven years old, my Dad decided to teach me how to swim. He told me to stretch out flat on the clear, cold water while he supported me with his strong arms and gentle hands. He then told me to start kicking and doing strokes with my arms while holding me in place.

When he thought I had the right body movements, he would remove his support and I would react by stopping the kicking and strokes and immediately begin to sink.

We'd start over and over again until one time, I got past my fear and kept kicking and stroking after he let me go, and to my utter amazement, I was propelling myself across the water.

It was only about ten feet, but once I realized I could go ten feet, I knew I could go ten miles. I had learned to swim! My world had changed with one experience. It was EXHILERATING!

I was ONLY ONE WIN AWAY from never being scared in the water again. I was ONLY ONE WIN AWAY from being able to swim across a lake or river, which I have since done several times.

A similar thing happened at age 20 when I made my first copier sale. It was to a CPA. I was terrified to make cold calls. I was scared spitless to demonstrate a copier to a bigshot CPA.

I was scarcely twenty years old and looked like I was fifteen. I had no confidence, no skill and no prior experience to draw upon.

The CPA actually decided against my proposal and went with Xerox instead. But about two weeks later, he called me back, admitting he had made a big mistake and wanted what we were selling. He originally went with Xerox because they had a virtual monopoly at the time. Everyone trusted that brand.

He said the reason he was calling me back was that he trusted me. He said he didn't think I would even know how to tell a lie if I wanted to. He wanted me to know that his trust of me personally, trumped his trust of the big brand and he canceled his rental with Xerox and purchased our copier!

Getting that first sale was monumental for me. Learning that it was because he TRUSTED me was invaluable because going forward, I knew that if all I did was be trustworthy, people would detect that and it would help me make more sales.

You see, 80% of communication is nonverbal. Whenever there is a discrepancy between what you are saying and what you are "giving off" in nonverbal communication, virtually 100% of the time, people will believe the nonverbal message.

Apparently my nonverbal cues exuded belief in what I was saying, but my communication skills and confidence hadn't yet caught up.

I was ONLY ONE WIN AWAY from discovering the Biblical truth and power of trust. Once I had that, my income stabilized and I began working on improving my skills.

Once you apply a strategy from the Scriptures and get a win, you'll be off to the races! It will give you the confidence to know that the success you just experienced is repeatable. And that my friend, is a very good thing!

You're **JUST ONE WIN AWAY** from your dream of supporting ministries, changing the world, taking great care of your family, etc. Let me tell you what happened next...

Now, back to my story when I closed 22 sales out of 22 presentations... Needless to say, they were stunned at that result and

for the next 20 minutes or so, I was pelted with questions as to how I was able to achieve that.

My original goal while working with them was to succeed in that job so I could be a credible witness or representation of the character and wisdom of God to them.

People don't respect failure, nor do they pay much attention to mediocre or average. I realized I struck the right balance with my answers when I heard a salesman in the back say, "*All we need is some evangelist from Canada to tell us how to sell copiers!*"

Now here me well... I know the Moses Blueprint probably makes no sense to you yet, but once you discover and successfully apply it, there's no going back!

I maintained around a 91% closing ratio for the year and finished off the year setting a record for the most individual sales as a commercial rep.

At the company Christmas party, the president said to me, "*Hey, Michael, we've never had anyone achieve what you've done. If you have any ideas on how we can get the rest of our sales team to do what you've done, I'd like to hear them*".

I tapped him on his chest and said, "*Sir, I don't have any ideas. I have the solution. And when you want to know what it is, give me a call*". Well, needless to say, he was a little bit stunned by that response. And frankly, so was I. That wasn't how I was used to speaking to my bosses, let alone the owner of the company.

We had lunch the next week and I became the new sales manager the first week in January, working in the very building in Nashville the Lord had shown me a year earlier. I was given a team of five reps that were struggling. After 10 months of working with them, their sales results were up 430% over the year before.

That meant that what I had, was transferable, and that what I knew could be passed on to somebody else. Prior to that, they were saying,

“Oh, he's from Mars. He's from another planet. Nobody can do like that. That's just a weird “one-off”, one of a kind situation”.

And I'm thinking, “No, I'm not particularly special. I'm made of the same stuff everybody else is made of, but I do know something extraordinary. I do know what God has shown me, and that's what anybody can apply. I know an extraordinary God and with the word of God, it can become an extraordinary experience.”

So, then they made me the sales trainer for the entire company, and all the time I was waiting for the opportunity for me to strike out on my own.

The reason for that story is simple. If I, as a sales rep with a less than stellar background, could succeed wildly, not by working long or crazy hours, not by using pressure or manipulation, but by deliberately and consciously applying Biblical principles to the sales process, then anyone could do this.

Not only was it borne out by the success of my previously failing sales team, but I have since that time, learned much, much more and put it into a system as part of what I call, the “7 Secrets Selling System”. So, will it work for you?

Well, some years later, after I had a daily radio spot being aired on around 150 radio stations and growing, I got a call from a listener who was a desperate man with a young family.

His seemingly secure job of many years, suddenly disappeared when he was laid off and the only job he could find, was in sales, something he had never done.

He was terrified about his future. He had made no sales yet and was on straight commission, as I recall.

It was the weekend, and he needed help immediately and couldn't wait for a package of cassette tapes to arrive. I spent an hour or two on the phone with him and coached him on exactly what it took to give me that remarkable “one out of one” experience.

Now here's an important clue to your future success... He humbled himself and fully took and applied my instruction. (Are you willing to lay aside any prejudices you may have and take instruction from someone who has accomplished what you want to accomplish, whether that's me or the person down the street?)

The following weekend he called me excitedly to tell me he had closed eight out of eight presentations and made more money that week than he did in a month in his previous job!

Now obviously, I can't and won't suggest you will duplicate my success or his. You may do better or you may not do as well. That's going to depend on more factors than I can control, but I can and will tell you that great success is real and very possible. You don't have to compromise your values or leave your faith at home. On the contrary, they hold the keys to your success!

By the way...

Sixteen years after making a life of trying to fulfill my end of the deal I made with God that cold, rainy day in Canada, when I promised I would study His Word and apply it and if it worked I would tell everyone about it, I bought what for me at the time, was a dream home by the lake, with a pool and lots of warm sunny weather. It was the first home I purchased since selling off my real estate assets to pay bills back in the early '80's.

Not only did I feel like I was finally ESTABLISHED again as God promised me, but the day I moved in and began unpacking, the realtor dropped by and said his son called from out of state and said he saw me on television. *"Impossible"* I said. *"I've been here unpacking all day and haven't done a television interview in months, and the last one I did, didn't even air."*

He insisted his son (who I did not know and had no idea he knew I existed) saw me that very morning on television. So that night, the night I was finally being ESTABLISHED again, I plugged in my TV that was sitting on a box and decided to watch the rerun of that day's edition of The 700 Club.

Sure enough, the interview I did with them three months earlier about my new *Selling Among Wolves* book, finally aired and I saw myself being interviewed with my name at the bottom of the screen just like God showed me that lonely, cold, drizzly day sixteen years earlier!

God is so incredibly faithful!

What dreams or visions has God given you, five, ten or fifteen years ago, maybe even longer than that, that lay seemingly dormant, absent from view or consideration?

Are you ready to step into faith? Are you ready to prepare yourself for that opportunity so that when it comes, you'll be ready?

My hope for you in this book is that you will learn what is possible for you, then step boldly into your destiny and seize the opportunities in front of you disguised as problems.

If you discover, that part of your preparation is learning how to walk out your faith in the marketplace to achieve mind blowing results, I hope you'll check out our online 7 Secrets of the Sale School at either www.MichaelPink.com or www.SellingAmongWolves.com.

CHAPTER SIX

The Transformation

(Who you become is more important
than what you accomplish.)

“Do not be conformed to this present world, but be transformed by the renewing of your mind, so that you may test and approve what is that good and acceptable and perfect will of God.”

(Romans 12:2)

Through this process, instead of being more in love with and in pursuit of “things”, I grew more in love with God, got deeper in His Word, spent a lot more time in prayer (and enjoyed it!). By the time I became sales manager, I had the opportunity to share my faith with many, some of whom chose to follow Christ!

Let me share with you a little bit of wisdom. We were never meant to live compartmentalized lives, where we leave our faith at home, our Bible on the coffee table and leave our discussion of spiritual matters until Sunday between 11:00 – 12:00. We were meant to live fully integrated lives.

For me, God is not first, followed by family second, friends third and work fourth. For me, it’s more like a wagon wheel and God is the hub, the center.

All the spokes of life, (my job, recreation, hobbies, family, etc.,) flow out of my relationship with God. He is central to everything in my life. He lives in my heart and out of my heart flow all the issues (boundaries) of my life.

So for example, I received an invitation from a multi-national insurance corporation to train the sales people from about a dozen smaller countries in a particular region of the world. It would consist of two separate one day sessions in two different countries with a total of roughly 75 agents.

When I asked the Lord about accepting their invite and making an international trip, He impressed upon my heart that He was going to use me to “light a fire” in that region. When I was younger, it wouldn’t have occurred to me to pray about accepting the offer, let alone ask God if He had any agenda for me while there.

The impression I had from Him was that He wanted to bring salvation to some of the agents that would be in attendance. Well, I had never given an invitation for salvation at a sales training session in my life, nor had I ever thought of doing that.

So, I asked the company president (who was a Christian) how he felt about the idea of me giving an invitation to his agents to pray and receive Christ.

He said that of the 45 agents expected at the first session, about 15 of them were likely Christian, but not the rest. He added, that if I felt inclined to do that at the end of the day of training, it would be okay with him, although it was totally new for both of us, to end a secular day of training company agents with the equivalent of an altar call.

So the next day when the training began, he asked one of the Christian agents to open in prayer. WOW! When that man prayed, it seemed like Heaven came down. The atmosphere changed and all bets were off!

You see, I was asked not to include my Biblical references in the training manual and to be somewhat covert about any references to God. But after that prayer, I knew God was up to something!

I tell a lot of stories in my training that are largely taken from my own experience. After all, it’s the only life I have lived, and it’s chalked full of a lot of incredible stories. By the end of the day, the agents were very comfortable with me and a bond of sorts had developed.

I picked up a piece of paper and said, *“Imagine this piece of paper was a glove, and you found this beautiful glove on the ground. Would any of you think that it was just a freak of nature, that somehow the forces of nature had turned some cow into a piece of leather and then in some unexplained way over a long period of time, it began to take*

the shape of a human hand, eventually in some other mysterious way, get stitched together perfectly to form a completely functional and useful glove?”

“Of course, no one would think that. Yet we are asked to believe a much more complex and miraculous thing happened with mankind. We have infinitely more complexity to us than a lifeless glove. Just the human eye itself is beyond our ability to reproduce, let alone grow one from nothing!”

I then asked, “Or would you assume that because it had design, that it must have a Designer? And if it had a Designer, there must be a purpose for that design. And if the purpose for that glove was to keep a hand warm or safe when worn, that it could only fulfill its purpose when someone slipped their hand into the glove and essentially gave it life, animated it, used it for the purpose it was created for.”

“And if something as simple as a glove must have had a Designer and Creator, then how much more reasonable is it to believe that we as human beings with incalculable complexity must have a Designer or Creator? And if we indeed are the result of a loving Creator’s design, then it only stands to reason, there must be a purpose.”

“And if there’s a purpose but we don’t know it, we should invite God to put His hand in our glove so to speak. By that I mean, let’s ask Him to come inside us, and animate our lives, move in us and upon us and help us to know and fulfill the purpose for which He made us.”

I then closed with “If anyone here would like to experience having God put His hand and very His Spirit in them, and truly come to know Him and the purpose He has for your life, I would be glad to pray for you when we close.”

At that point, the president came up to close out the meeting. There was no music playing. No one was singing, “Just as I am, I come to thee”. In fact, he changed the whole feeling of the meeting, reminding everyone of the sales meeting next Monday and to be sure to have their expense reports turned in, etc.

Then he simply said, *“Oh, and if anyone wants Michael to pray with you, he’ll be over there at the side of the room. Everyone have a good evening and we’ll see you next week.”*

To my utter amazement, the entire room full of agents stood up as one man and together, all at once, came forward for prayer. Every single agent wanted that experience. And I had promised to pray with them individually, thinking there might be one or two responses, but all 45 agents came for prayer to receive God’s Spirit in them and to know His purpose for their life.

As I prayed one-on-one for them, I noticed the president sitting on the front row, with tears streaming down his face as he watched his entire sales team present in that room, give their life to Christ. Not only did his employees commit their lives to God, but the vendor they hired to video the training, waited till the end and asked if he too, could pray with me!

Needless to say, the company president gave me permission to do the same thing in the next country when we got there a couple of days later. There were roughly 30 agents present that day and the same thing happened in pretty much the same way. Every person in the room came forward for prayer. God truly lit a fire in that region and lives were changed for eternity!

I’ve done a lot of training of other agents since then but have never had the Lord impress me to do that again, but I have had other equally amazing things happen, but those stories are for another book. My point in telling you this story is to encourage you to be open to what God’s agenda may be for you in any given day.

When I think of all the years I spent trying to do things man’s way and how little fruit that bore for me and compare that with the ease, joy and simplicity of following God’s ways, I can only wish I had found it sooner.

And finding God’s ways wasn’t exactly an overnight find. It took me years and years of discovery and application to get to what I have now. But along the way, I experienced personal and permanent transformation – a journey I hope to bring you into as well.

Sure, the humanistic ways I was taught might have borne more fruit early on if I had given into the dark side to use deception, manipulation and pressure to get deals done, but what good would it be to gain the world and lose my soul? I'm very glad for the choice I made to pursue God and His ways.

I never found a forerunner in sales who could show me prospecting tips like I found in Matthew or questioning strategies like I found in Numbers. There was no one who could tell me how to create a climate of trust like Jesus modeled as summed up by the Apostle Paul in the book of Philippians.

I never heard anyone talk about how to win the battle for the heart as modeled by the Canaanite conquest or how to gain the willing cooperation of others by understanding the motivational needs that are guarded and protected by the Ten Commandments.

Who knew the most effective treatise on negotiating is found in the New Testament or that a great model for strategic planning could be found in Genesis?

And certainly, I never heard anyone unravel the profound marketing secrets in Isaiah 11 or the mystery of how the Holy Spirit persuades the heart as detailed in the gospel of John.

All that and much more is there, but I had to dig it out, one lesson at a time. Then test it in real life, in real selling situations before telling anyone else about it.

Remember I told the Lord I would tell everyone about what I learned IF IT WORKED, but otherwise, I would say nothing.

Praise God, it worked! And that's why this book is now written and that's why I've created the first ever, Biblically derived sales training platform (7 Secrets of the Sale School) this side of the planet Jupiter!

If you've been struggling with how to apply God's Word to your sales or professional career, or if you've just been plain struggling to make it in your business, this book will introduce you, not to theory, but to

real life examples and compelling true stories that will hopefully bolster your faith and embolden you.

CHAPTER SEVEN

The Proof Is In The Pudding

“Wisdom is justified by her children.”
(Matthew 11:19)

*“And my speech and my preaching were not with persuasive words of human wisdom, but in **demonstration of the Spirit and of power**, that your faith should not be in the wisdom of men but in the power of God.”*
(1 Corinthians 2:4-5)

CASE STUDY / PROOF

When I became the sales manager in Nashville, I was asked to spend my first week in the field, one day with each rep and evaluate them. One of them, named David, had been with the company 90 days and had yet to make his first sale.

It was January and he had turned in his resignation a couple of weeks earlier but they didn't accept it because it was Christmas and they didn't want to ruin his holiday.

After my first week, the VP of sales was very interested in what I thought of David and whether he was “salvageable”. I told him that David was the best guy on the team. Once again, they thought they had made a poor decision promoting me, but they were willing to hear me out.

I explained that David had told me a story over lunch that demonstrated remarkable integrity. He was a hard worker but that plus integrity is rarely enough. However, I knew I could teach him the rest, so he was allowed to stay on.

Well, he finished the year slowly rising to the top. He stayed with the company over 25 years and for each year after that, he consistently finished in the number one or number two slot for top salesman!

As sales manager I had the opportunity to share my faith with the team and some of them came to faith in Christ. That made it easier for them to accept some of the things I was teaching them about how to approach sales.

Do you remember the story of David and Goliath? When David volunteered to fight Goliath, King Saul offered him his armor and sword. It didn't fit right and David had never tested it, so he opted to be true to himself and go out to battle with a sling and five smooth stones instead.

Well, in my friend David's case, the company was trying to get him to wear King Saul's armor so to speak. It didn't fit. He tried to wear it and compete in the marketplace the company way, but he was failing miserably.

I released him from that pressure and showed him how to flow with how God made him. It was liberating and he went from being like a caterpillar climbing ever so slowly up a tree to a butterfly floating on the air!

Be Spirit Led

One of the things I urge you to do, is to begin tuning into the Spirit of God. Jesus said the Holy Spirit will guide you into all truth and tell you things to come.

He doesn't just speak to you on Sunday morning through the pastor. He speaks through His Word and by the Spirit all through the day. You just have to learn to tune in.

As an example of that, let me share with you this quick story... One of my younger sales reps was supposed to meet me at the office one afternoon around 3 PM I believe. I arranged my schedule to be there but he was a "no show".

I thought he was probably detained with a prospect or customer and I was fine with that, but when he sauntered in at just after 5 PM, he told me he had just been driving around.

He hadn't forgotten about our meeting. He just didn't bother showing up for it. I was rather ticked and called him into my office.

As I closed the door with him inside, the Holy Spirit did what He so often does. He spoke softly and clearly... *"Mercy."* My head exploded with, *"Mercy?!?!?!? He doesn't deserve mercy!"* *"Neither did you"* came the reply "... *"and before he leaves your office he will be born again"*.

All this happened in an instant as I took my seat, but instead of chiding him, I had mercy and befriended him. About an hour later, God touched his heart and he was indeed, born again.

The next morning when he came to work, he had a bad case of "perma grin". He just couldn't stop smiling. The joy of the Lord had come into his heart.

Consider the possibility that while God may very well intend to provide for you through your current job or business, He very likely also has more on His agenda than your next paycheck. Condition your heart daily by spending time in His Word and tuning into His Spirit.

Remember, prayer is more about communing with God in a two way conversation than it is delivering God a wish list. He promised to be in you and never leave you. It is His presence in us that is our hope of glory.

For me, my relationship with Him grew as I drank in His word and attempted to apply what I understood from it in the context of work and business.

CHAPTER EIGHT

The Type of Person Who Truly Succeeds (Becoming the person you've always wanted to be.)

*"God resists the proud but gives grace to the humble. By humility and the fear of the Lord, are riches and honor and life."
(James 4:6 and Proverbs 22:4)*

Three Types of Sales People: Which One Are You?

As I have trained salesforces here and abroad, I have noticed that sales people generally fall into one of three types of characters. I am giving them fictitious names and likeness to help you better recognize which one you are most like.



The first one, we'll call "Marty". Martys are in the majority. They're good people, honest and integrous, but they're not succeeding. Not like they want to.

Marty's are average at best.

Sure, they're making a living, some just barely, but getting by, nevertheless. They're not pushy and they're proud of that! They're super nice and would never lie to get a sale.

I could just as easily be talking about a Nancy or Mary, but we'll stick with Marty for the purpose of this explanation.

They have a good work ethic and try hard, but just don't do as well as "Kit".

Kit is the company favorite. His mantra is ABC - Always Be Closing! He loves to "slam dunk" the prospect, using intimidation to close the sale!

Sure, he may stretch the truth a bit, and even tell an occasional lie if it will help get the sale, while the company turns a blind eye to his deceptive selling practices.



He's crass, aggressive, cocky and gets more sales than most. I ran into a guy like Kit once. Maybe you have too. Here's my experience with a "Kit"...

A management consulting firm had retained me to spend a week with their star salesman working in Dallas. He was a typical "Kit". He freely admitted that he lied to make sales. He was proud of it.

On one call, Kit made his sales presentation (without doing any discovery questions) and then literally went for the close - five times! By the fifth time, the business owner was so angry, he stood up as though he was about to physically throw us out of his office.

That's when I explained I was a consultant evaluating the sales team. While all of us were standing and the air was tense, I deployed a strategy found in the Moses Blueprint. Ten minutes later, we walked out with the sale and full payment.

More about that later.

Kit was like most sales people. Schooled in soulless tactics but lacking the wisdom found in the Blueprint. He used to be a Marty but got tired of losing.

It was either become a "Kit" or fail, (or so he thought), so he sold his soul (or at least part of it) and became a "Kit".

He had heard of the Moses Blueprint his whole life, (though not called by that name). He just didn't think it applied to business, let alone sales!

But the Blueprint is not so much what to say and do (tactics), as it is strategic in nature, with an eye towards process, based on principle.

Guys and gals who are like Kit, will wine and dine the prospects and think nothing of getting them plastered if necessary, and offering them anything their compromised heart desires, as long as they get the sale.

And they usually do.

That is until, they meet our third individual...



We'll call him "David". David used to be a Marty. A real nice guy with a good heart, wanting to make a good living helping folks get what they want.

But David had an epiphany.

He realized one day, that nice guys don't have to finish last, that winning is honorable, and you can do so, without selling your soul.

He saw it as his responsibility to himself, his loved ones and his prospects and customers, to finish first, because nice guys don't let nice customers make poor buying decisions.

He realized that he could be himself and excel. He didn't have to conform to the mold of Kit to be successful. He had found the Moses Blueprint and was following it!

Have you ever wondered why you're not where you thought you would be by now?



Most likely, you're like Marty. Maybe your name is Mary, but you get the idea. Marty plays by the rules, updates his CRM, logs his calls, and doesn't cut corners.

He's probably been to one or more sales seminars and enjoyed them. He loves Zig Ziglar, or whoever the latest sales guru is.

Marty is smart, well liked, dresses and looks the part, but he's not winning. Not nearly enough. And he's frustrated!

He makes good proposals but doesn't understand why the prospect won't return his call. The presentation went well, didn't it? The numbers made sense, didn't they? But still, no call. And he doesn't know why.

He often contrasts himself to Kit. He wants the success that Kit has but sees Kit as a con man. He tells himself, *"That's why I don't get as many sales as Kit! I won't lie or promise what we cannot deliver, just to get the sale! I'm not like that!"*

He consoles himself with his good character, while he inwardly languishes in the gutter of mediocrity, where he is destined to live out his days unless...

Unless he decides he's had enough of being average, of accepting excuses, of not stepping up to the plate with his character intact and competing to win - without compromising the values he holds dear.

When he makes that decision, he's ready to transform like a caterpillar who crawls on his belly... to a butterfly that floats on the air.

And how does that metamorphosis take place? By discovering there is a blueprint. The Moses Blueprint, with three levels to learn, and apply to your sales and business.

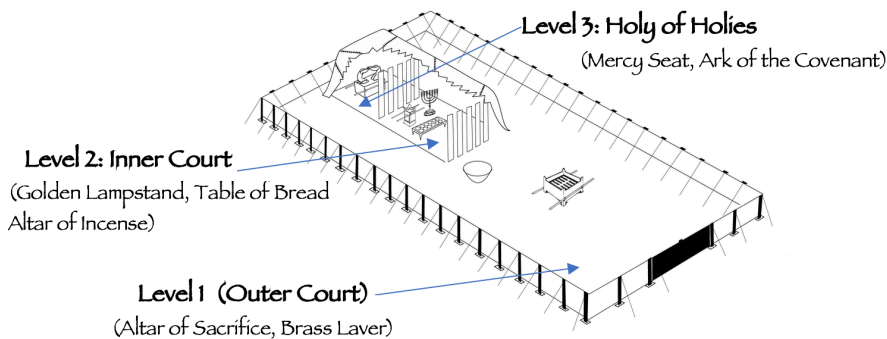
Without the blueprint, you're either Marty or Kit. With it, you can be David. What's your choice?

So perhaps you are wondering... *“Where in the Bible does God give Moses a blueprint that can be applied to sales and business”?* If you're like me, you probably have a mixture of genuine curiosity and healthy skepticism right about now. That's only natural.

It's found in the structure that surrounds the most important historical artifact in human history - The Ark of the Covenant. That structure is known as The Tabernacle of Moses.

The details of which are so important that God dictated every detail of it in a blueprint for Moses.

Nothing was left to chance or human ingenuity. It was where God chose to "presence" Himself to meet with man.



Those that respected the Ark of the Covenant, were respecting God's presence, and the custodians of the Ark were blessed greatly.

One such man was King David of Israel who had amassed enough wealth to personally donate what would be nearly \$200 BILLION in today's currency, to the building of Solomon's Temple.

How did David, a mere shepherd boy with no formal schooling gain such wealth? Simple. He followed the Blueprint. So did his son Solomon who became the wealthiest man in history!

Following instructions seems to be one of the hardest things people ever do. It's so simple, yet so difficult. For some reason people are adverse to reading, let alone following instructions. They always seem to want to do it their way.

One thing I've learned along the way, and that is, "*emulate before you deviate*". In other words, copy what's working and then after that's working for you, you can experiment with deviation and innovation.

Consider Jesus... When He came to earth, even He said He could do nothing on His own. He only did what He saw the Father doing, and He did so "*in like manner*"! He copied (emulated) exactly what He saw His Father doing.

I know a man who was a factory worker in a menial job. He had only a high school education and a dead-end job to look forward to the rest of his life. So he bought a franchise in the automotive after-market products business.

Knowing nothing about business, he determined to follow instructions to the letter. He did exactly what the franchisor said to do and he didn't deviate for several years.

He went from a low paid hourly employee to within a few years, achieving financial freedom and he ultimately became a millionaire. He trusted their blueprint and followed it and got the promised results.

The pattern or blueprint that I'm sharing with you, models the tactical, then takes you behind closed doors and shows you how to access unlimited wisdom to handle any situation. Follow it well, and you too will get great results!

When you follow it closely (*in like manner*) you will learn the necessary strategies for success in sales and business.

CHAPTER NINE

Success Leaves Clues (Welcome to Level 1)

*“For precept must be upon precept, precept upon precept,
Line upon line, line upon line, Here a little, there a little.”*
(Isaiah 28:10)

Level 1 is about living life in the naturally observable realm. It’s where you learn through natural observation, trial and error, and from copying or emulating others. It’s much more tactical and transactional based.

Think of it as having a maximum potential of a 30-fold. That’s pretty impressive from a natural, man-based perspective. All the motivational gurus out there teach this way. They will tell you the habits and tactics of the rich and famous and how you can follow their example, copy their techniques, hack their strategy, swipe their files, etc.

We all begin our journey this way (learning from others), but that’s as far as most people get. All of them striving to reach up for the bottom rung, thinking it’s the top. So sad.

I’m going to get into the two big secrets for Level 1 success in a minute, but first I want to bring up a sensitive subject... You don’t have to be a wolf to succeed. We are called to be wise as serpents and innocent or harmless as doves.

Who do you think a potential client wants to let in their business?... A sales wolf looking for his next meal or a man or woman with wisdom who will do them no harm, and actually provide real value?

And yet, who do so many sales organizations seek out? They look for wolves!

You don’t have to be a pushy, deceptive or manipulative wolf to succeed, and you don’t have to allow yourself to be pushed into being one either.

In fact, those traits are hindrances.

You see, there are a lot of wolves out there, all dressed up in sheep's clothing. Looking so nice and professional like. But they're conniving, deceptive and often ruthless.

And I'm going to tell you how "nice guys" can easily compete against these wolves... and win!

Take being "pushy" for example. Instead of trying to push the prospect into a sale, you can lead them with questions into a relationship that can result in multiple sales, referrals and endorsements. You may have been taught, that to get the sale, you should push and push hard until they push you back. Nonsense!

How do you feel when a sales person is being pushy with you? Does it make you want to pull out your wallet and hand them some cash? I think not!

It's a natural physiological reaction to push back (resist) when someone pushes you. So, why go down that path?

Do you remember Marty?



He was the nice guy that everyone liked. Never really rocked the boat. He worked hard, followed the rules, but never really excelled - not like he dreamed he could.

Inwardly, he anguished over his lack of success. Being smart was not enough. He lacked the right information (knowledge), so he gave up, sat down and watched someone else do what he was called to do.

Here's a true story about a man we'll call Marty...

A little over 30 years ago, after moving to this country from Canada, I got a job selling copiers.

After a few months, I hired an assistant (Marty), and paid him out of my earnings to take care of any busy work that kept me from being in front of a prospect.

After all, I was on straight commission and only got paid when I made a sale. And you only make sales when you're in front of (or over the phone with) a prospect. Everything else is a distraction. Necessary, but distracting.

So, Marty was one of the nicest guys you would ever meet. I really liked him and so did everyone else. But he had previously held the position I had just taken over and failed miserably at it.

And he, like so many other decent, friendly, kind and smart people, had no clue why he failed. I'll tell you why with this glaring example...

I had a copier on trial in a business for their evaluation. Marty accompanied me there to close the deal or pick up the copier.



When we arrived, the owner graciously informed me that he would not be buying the copier today.

Marty immediately started to pack up the trial copier to take back with us. I told him to wait a minute and then asked the business owner why he wouldn't be buying that day?

He explained that he didn't have the \$5,000 cash to spare at that time. It wasn't that he didn't want it, he just didn't have the cash right now. So, I offered him a "lease to own" contract.

However, he didn't want to make that first down payment on the lease right then either.

So, I offered to take his old copier and count that as his down payment and take a post-dated check for his first scheduled payment due in three months when his cash flow would be better.

He liked that idea, signed the lease and left the room to get a check. That's when Marty piped up, "*Ahh! That's why I haven't been successful like you. I'm not pushy like you are!*"

Needless to say, I was slightly ticked at Marty, but to prove a point, when the owner came back with the check, I handed him back the signed contract and said, "*Marty told me I was being pushy, and I don't want you to feel pushed into a sale.*"

He was a little irked, and replied, "*I wasn't pushed! I had a few objections and you satisfied them. I want the copier. Here's your check!*" You see, all I did in that scenario was use a Level 1 strategy... Find the real objection and solve it. Basic and fundamental.

So many good people fail on Level 1 because of misconceptions about the supposed ground rules of successful selling.

Rules that conflict with their values, but they don't know how to successfully circumvent. When it comes to sales, they feel trapped between their conscience and success. But they don't have to be!

While I agree with Marty that we needn't be pushy, that doesn't mean we have to be a "push over" either!

Marty mistook being "nice", for passivity, when in fact the prospect WANTED to do the deal and the nicest thing to do was to help him do so.

How close you get to the 30-fold return on Level 1 depends on your use of the two "force multipliers" on this level. The Blueprint called

for five sacrifices to be made that addressed character and commitment.

This is the first “force multiplier” where it all begins. Surprisingly, most folks want to bypass this stage. Not only will they never get to Level 2, but they’ll consistently underperform in Level 1.

The second “force multiplier” calls for three habits to be practiced daily. One of those habits is tied to tracking metrics. For that, I’ve developed a powerful tool called the Income Calculator.

It’s a spreadsheet that works in conjunction with the three mandatory habits you need for mastery. (It’s included in the 7 Secrets of the Sale School “toolkit”.)

It shows you exactly what levers you can adjust incrementally to bring about colossal improvement in your sales. That’s what force multipliers do. They take small things and bring big results...

I cover these first two “force multipliers” in detail in Section I, but the secrets contained in Level 1 of the Blueprint, pale in comparison to what I later discovered in Level 2.

What I found there, opened up an avalanche of incredible strategies that have revolutionized not only my life, but the lives of my clients and their sales teams!

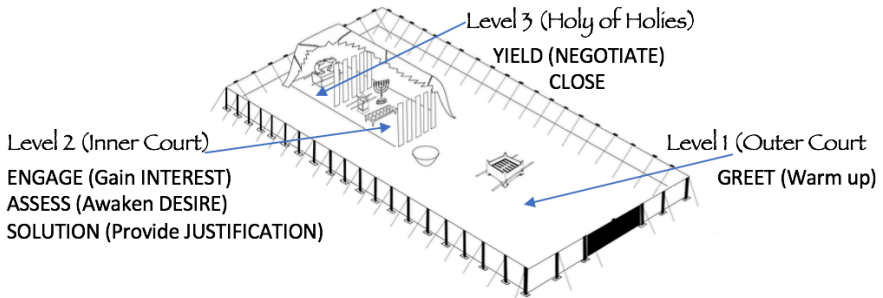
Buckle up! It’s about to get very interesting!

SECTION II

THE 7 STEP BLUEPRINT

CHAPTER TEN

God's Blueprint For Success – An Overview



*“Ask for the ancient paths, where the good way is,
and walk in it, and you will find rest for your souls.”*
(Jeremiah 6:16)

Precept # 1 – God gave Moses a 7-step blueprint for success that you can emulate to multiply your sales!

Think of it. There is an actual written blueprint dictated by God to Moses that lays out the design of an actual structure that mirrors an actual place in Heaven.

This structure known as the Tabernacle of Moses, models for us the path back to God. It starts off with a blood sacrifice (a picture of the sacrificial death of Jesus) and a place to be washed (a picture of water baptism).

Once you've passed that, you enter an inner court or Holy Place containing three physical items, that represent the work of the Holy Spirit, the transformational power of God's Word and the power of prayer.

The third level or place was called the Holy of Holies, which represent God's throne and Presence. It was cordoned off with a thick, multi-layered veil. With the death, burial and resurrection of Jesus, we now have free access to this “Throne of Grace” anytime.

For many years, I have studied this tabernacle looking for applications to life and business. What I have found is nothing short of profound. That is what I want to introduce you to now.

You see, God went into great detail about this place and preserved those details in Holy Scripture. Why would that be done if of no relevance to us today?

I submit to you that every part of that Tabernacle is broadcasting life changing messages to us today. God left the details there for anyone who cared enough to look into them.

While many have studied it and applied the lessons to the New Testament Christian life, and appropriately so, I have discovered that it also lays out the clues and instructions we need to succeed in business dealings, with sales being an obvious part of successful business.

People often think that sales is a dirty profession, that you have to use pressure and manipulation to really succeed. And if not that, at the very least you have to work super hard to compensate for what you don't get through trickery, deception or pressure.

I've heard them say, *"I'm not successful like this one or that one because I'm not like that. I won't be dishonest or use pressure to sell."* That's a cop-out. It may be sincere, but still a cop-out.

Still others believe that if they work really hard and are honest, they'll succeed. But we all know people, and maybe you're one of them, who do work hard. You're honest and have integrity. Yet, you're not succeeding. Not like you want to and like you know is possible.

That's because as valuable as a good work ethic and integrity are, they're not enough. It's sort of like the guy who went hunting with just an arrow. It was sharp and strong. He was diligent and honest, but all he could hit with his arrow was the occasional squirrel or rabbit, usually only wounding them.

Then one day, he discovers the arrow (his work ethic and integrity) would go much further and much more powerfully if fired from a bow

instead of free thrown by hand. When he started using leverage and strategy, he began to bring home the venison and provide much better for his family.

That's what it's like when a hard working person of integrity grabs hold of the power and leverage that the strategies found in Scripture, including the blueprint God gave Moses. Not only will you find that you don't have to resort to cheap sales tactics, but you'll be able to accomplish much more and earn much more, with far less effort! Before I tell you more about this blueprint, if you're like I was, you might be a little skeptical about all this.

After all, most of the preaching and teaching you've likely heard in church has been around topics of morality, marriage and family living or your spiritual life. If it was about financial matters, it most likely centered around tithing or giving offerings.

All of that is good of course, but it often leads people to think that the Bible is just about how to get to heaven, which most people think of, as being way off in the distant future. While it clearly does deal with eternal matters, it has far more to say about the here and now, including business and financial matters.

You might even think that It's wrong to integrate something "holy" with something "unclean" or "secular" such as a menial business, but that would be just plain wrong.

Just the opposite is true. We need to bring the holy into the realm of business and let it transform the way business is done as well as the people conducting it.

Some of you might struggle with the notion that there are "secrets" in the Bible, hidden by God, but Solomon said in Proverbs, *"It is the glory of God to CONCEAL a matter, but the glory of kings is to SEARCH it out."*

Now, in case you didn't know it, the Bible also says in Revelation 5:10 that we *"have been made **kings** and priests unto our God."* What I do know from this, is that it is our high honor and great privilege to search out the hidden things of God and enjoy the fruit of them.

As I continued looking for more and more “secrets” in the Bible, I began to see a puzzle coming together. You know how puzzle boxes always have the picture of the finished puzzle on the front of the box? Well, that picture for business is the Tabernacle of Moses, (the “Moses Blueprint”), and the Bible contains all the puzzle pieces.

The Tabernacle of Moses housed the Ark of the Covenant, (made famous again by Harrison Ford in the blockbuster movie Raiders of the Lost Ark). Whether it is truly lost or its whereabouts are the most tightly guarded secret on planet Earth, we may never know, but what we can know are the details of the blueprint and its application to sales and business.

Let me say right out of the gate, that I realize this mysterious blueprint is an actual representation of an actual structure existing today in Heaven. But like all of Scripture, there are layers of meaning, depths of revelation and a myriad of applications that can be made.

Because my calling is in the business arena and my passion is to serve God, I’ve spent the majority of my adult life searching the Scripture for patterns and models I could apply to sales and business.

Over the course of more than forty years, I’ve accumulated a treasure trove of wisdom that I’ve tested and borne out in the highly competitive and unforgiving world of commerce.

With it, I’ve helped one client resurrect a defunct business magazine and sell it for millions. I later helped that same client resurrect an insolvent education company and generate \$30 million in sales with a \$6 million profit in the first 12 months.

Using these same “secrets”, I took a hands on approach assuming the sales responsibility for a struggling commercial real estate brokerage with three demoralized agents.

Thirty months later with a three year growth rate exceeding 11,300%, they won the award for fastest growing real estate brokerage in the history of the INC 5000 and Entrepreneur Magazine ranked them as the #20 **“Best Entrepreneurial Company in America”**.

None of this is to brag on me. We could have done much better and would do so if I could do that over again, because you learn so much in the doing. Know what I mean?

I will however unashamedly brag endlessly on God and the wisdom He so freely gives to any person that asks without wavering. It was this wisdom that I cataloged and curated in video form in the 7 Secrets of the Sale online school.

Here's how the blueprint works. The structure it represents had three sections, each with specific functions that were carried on within. Although I refer to the sections as Level One, Level Two and Level Three, they were all on the same physical level.

This structure profoundly illustrates what is known as the “key of three”. There were 3 colors of thread, 3 types of metal, 3 sections in the tabernacle and many more I could mention.

To decode the mysteries of the tabernacle as they relate to sales and business, you need to understand and use, “the key of three”.

Solomon spoke of this key when he said, *“Have I not written to you **excellent** things of counsels and knowledge, that I may make you know the certainty of the words of truth, that you may answer words of truth to those who send to you?”* The word translated as “excellent” means “threefold” or “triad”. At its root, a triad is a “group or **set of three** connected people or things”.

Using a “triad” to communicate truth is done hundreds of times in Scripture. It's the difference between seeing a photograph and seeing a 3D model, with the latter being far more impactful!

Space does not permit me to go into too many examples, but to give you an idea of what I'm talking about, check out a few of the threefold progressions we see in Scripture. (My friend, Pastor Tim Nicholson of Word of Life Church in Wichita, KS, has catalogued over 1500 of these three-fold progressions)...

Outer Court

Level 1
Natural light
Holy Spirit
Body
Prophet
Way
Milk of the Word
30 fold increase
Faith
Knowledge

Inner Court

Level 2
Candle light
Son
Soul
Priest
Truth
Bread of the Word
60 fold increase
Hope
Wisdom

Holy of Holies

Level 3
Supernatural light, glory
Father
Spirit
King
Life
Meat of the Word
100 fold increase
Love
Understanding

The “outer court” (level 1) was an outdoor courtyard, open to natural daylight. It speaks of naturally observable practices that anyone can observe and put into practice. It is the realm, metaphorically speaking, of the 30-fold increase. Do you think a 30-fold increase might solve a few problems for you?

It’s where you ***learn by imitating others***. On this level, you can hone your metrics and experience multiplication. It’s where character is forged and competence is honed. It’s where everyone starts, but most never choose to go beyond.

Level 2 was the “inner court” (holy place) and it had no natural daylight. It was a room with a table of bread and an altar of incense that were illuminated by a golden lampstand that burned pure olive oil continually.

We know that Jesus is the Word of God (John 1:14) and He is “*the bread of life*.” (John 6:35) That speaks of Biblical strategies found in Scripture and illuminated by God’s Spirit.

The incense represents the prayers of the saints (Revelation 5:8). So the clear application is that of the Holy Spirit illuminating Scripture in the context of prayer to help us in life.

Level 2 is where you ***learn by imitating God***. Isn’t it amazing that we are invited into His private quarters, so to speak, to learn how He does things and then copy Him? What a privilege and what an advantage it gives you!

You can then apply what's in this level to the outside world of sales and business with great effect. Metaphorically speaking, it is the realm of the 60-fold return. Do you think learning what's here could drastically impact your life? (It has mine!)

It's strategic in nature and principle based in practice. It's where the mind is literally regained, retrained and renewed! It's where you understand you were created in God's likeness, not just His image.

**Part of being made in His likeness
includes being "genius like".**

God did not make mankind in a way, that would occasionally produce a genius like an Einstein or Bach or a Michael Jordan in sports or a Martin Luther King among orators.

He did not create a race of people, (the human race), that every once in a while had some glitch that resulted in genius talent, genius artisan, genius oratory, genius dance, genius music, genius ability to distill truth from dew.

No. The human race is a race of genius, but with different expressions. Consider the animal kingdom...

You don't see some lions that are talented hunters, but most lions just work for that lion. While they do in fact have a leader, they can all hunt. They are all genius hunters! They can all be stealthy and talented in the thing God created them to do.

You never hear one lion talking to another and saying, *"Did you see the way Leo took down that gazelle?!?!?! That guy is crazy talented! Wish I could hunt like him!"*

You never hear one eagle saying to another... *"Look at Eddie... Always showing off. Riding those wind currents with such ease. Barely has to flap his wings. He just soars on high, like it was nothing. Not me man. I walk everywhere. Takes me longer, but it's safe AND I'm not talented like Eddie!"*

NO. You will never hear that.

They see Eddie the Eagle soaring and they think, “*I can do that!*”
That’s because eagles know they were created to soar, not walk.

But the human race, (people), were made in the very image AND likeness of God. We can hunt AND soar. We can sing AND dance. We can do just about anything we put our mind to.

God made a race of geniuses and He put within each one of us, special gifts and abilities that we are to develop. Sadly, we lost our genius over time, but it didn’t cease to exist.

It got buried. Under lies.

Lies told to us by societal norms, by the ruling class, by our next door neighbor, and sadly even sometimes, by our very own parents.

Most of the time, they were simply passing along a lie, that they believed to be true. And because of their sincerity, their own believable delusion, we bought into it as well.

But we can get out. Our inner genius can be... reborn, renewed, restarted, released. Again. But better, stronger, more powerful than ever. Consider This...

Christ in you, the hope of glory. (Colossians 1:27) What does that mean? He lives in us by invitation and His very Presence within, gives us the HOPE of glory. What is glory? It’s the magnificence of God. It’s the genius or brilliance He encoded into all of us to discover. (John 17:22)

**And that dwells in you but is concealed. Concealed by doubt.
Concealed by fear. Concealed by ignorance.**

Too often we are afraid to manifest or demonstrate the magnificence of God, but that is our calling, our destiny, our great and longing joy.

That is why it is a hope and not a guaranteed fact. Because manifesting the magnificence of God, (the love of God, the wisdom of God, the very power of God, etc.), scares us.

Can we really do that? Are we being too presumptuous?

We have so lost the knowledge that we were created in the image AND the likeness of God. And it is the very presence of Christ within us that teaches us and restores us to the right knowledge of God.

And as that happens, we change.

We become new. Something we weren't before. Something wonderful (to the extent we allow that to happen) and beautiful and glorious.

And as that seed of knowledge grows into a tree, we begin to manifest His glory, His magnificence which He has given to all who wish to have it and have the courage to take hold of it and grow into it. We are being presumptuous NOT to manifest His glory.

We presume that His magnificence (glory) is not worthy of emulation, that our own is sufficient. In doing so, we miss the mark. In Greek, the word for "missing the mark" is "hamartia". In English, it is translated, "sin".

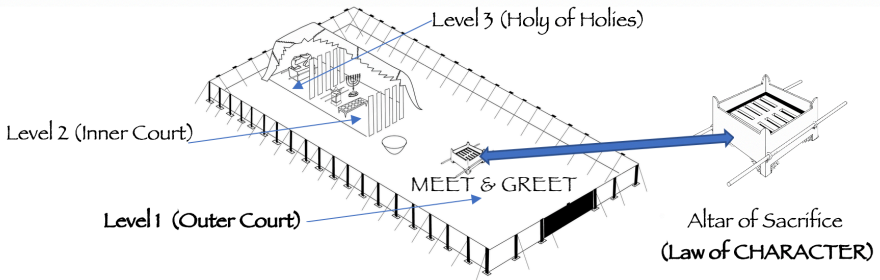
I've found that in tapping into the genius of Scripture, we awaken the genius God embedded in us. And even more than genius are the amazing abilities made possible when we live as though we were truly created in the image and in the likeness of God.

That brings me to the Holy of Holies (level 3) which had neither daylight, nor candlelight. It was illuminated by the supernatural presence of God. And we have been invited into that place by the blood of the lamb. The veil cordoning that room off has been ripped in two and we now have full access – anytime.

We find in this room, the Ark of the Covenant covered with the Mercy Seat (the throne of Grace). We get into the significance of these two later in the book, but it's where the seemingly miraculous power resides.

CHAPTER ELEVEN

SECRET # 1 - Five Character Choices That Will Determine Your Boundaries



*“Then (God said), have them make a sanctuary for Me, and I will dwell among them. Make this tabernacle and all its furnishings **exactly like the pattern I will show you.**” (Exodus 25:8-9)*

The blueprint God gave Moses was in painstaking detail and was a representation of the perfect tabernacle or sanctuary that is in Heaven where Jesus is the High Priest seated at the right hand of God, (Hebrews 8:1-2)

Many excellent sermons have been preached and books written describing the significance and symbolism of the tabernacle Moses built “*exactly according to the pattern* (blueprint, rendering)” God showed him.

I will not attempt in this chapter to teach on the invaluable lessons so many have already laid out. It is my intention here, to show you an application of the truths it represents, to the sales and business world.

The structure had three distinct areas where **certain priestly functions** were carried out. Now stay with me for a minute as I lay this out. When you understand and apply what I am laying out for you, it will change your life!

Revelation chapter 1 and again in chapter 5 says that Jesus “*loved us, washed us from our sins in His own blood, **and has made us kings***”

and priests to His God and Father... ” And because we are kings **and priests**, we have every right, (dare I say the responsibility), to understand the significance of the work they did and participate (by experience) in the blessings that come with those responsibilities.

To be crystal clear, I am not suggesting we perform old testament priestly duties. I am saying that we can benefit greatly from understanding the implications of their actions and then make practical application to our lives, including and in particular, our sales and business activities. I know this from direct experience!

Throughout this book, I will refer to those three areas as Level 1, Level 2 or Level 3. They are not different elevations on the physical plane, but they are entirely different levels of living on the spiritual plane.

This is where you gain incredible leverage. Additionally, there were seven distinct stations throughout the sanctuary where the priests would perform their priestly duties.

It is precisely from those seven stations where we find seven landing points or “steps” if you will, that will flat change your life in immense ways, when you learn AND apply them. Let’s dive into this...

LEVEL ONE – The Outer Court

Secret # 1) Law of Character (Five Character Choices)

The first two “secrets” are found in Level 1 of the sanctuary, known as the Outer Court. It was a fairly large open air area that had the altar of sacrifice (step 1) and a brass wash basin (step 2). The altar of sacrifice was where animal sacrifices were made, symbolizing the sacrifice Christ would ultimately make for us with His life and blood.

There were five different occasions when a sacrifice was offered. Only two of them were mandatory, but all of them were beneficial. The significance and application of each sacrifice is an important starting point on our success journey, but for the purpose of this book, I am only giving a 30,000 foot overview.

Character Builder # 1 – ACCOUNTABILITY: (Trespass Offering)

The first type of sacrifice was called a trespass offering and was mandatory. It always involved restitution. The business application is simple. If you've wronged someone, you make it right by restoring the loss and adding 20% to it.

In other words, "make them whole", to make up for the time lost and difficulty incurred during their loss. Not only does it help them, but it helps the violator by motivating them to never make that mistake again, and thus builds their character.

Let's say someone cheated another person out of \$1,000. The cheater would be required to pay back \$1,200, thus making it a good return for the victim while actually rehabilitating the violator, because the violator would have to work to earn that money. (That builds character.) Much better than putting them in jail or cutting off their hand as some countries do.

Character Builder # 2 – HUMILITY: (The Sin Offering)

This sacrifice was for sins that may not have been deliberate at the time and was also mandatory. Sometimes referred to as unintentional sins or sins of ignorance. Once discovered, they needed to be acknowledged and correction brought. This requires a certain amount of humility on the part of the offender.

The business application here is to be teachable. We often think we are in the right, when we are not. A mark of strong character is the willingness to acknowledge wrongs even if done in ignorance. There are things that you once approved of, that perhaps you no longer do. Don't be surprised if you go through that process many more times as you progress through life and grow in your walk with God.

Additionally, humility breeds trust, while arrogance or pride creates resistance. True humility will attract clients and build deep loyalty with them.

Character Builder # 3 – GRATITUDE: (The Peace Offering)

This offering was typically done under one of three circumstances and was totally voluntary. God considered it a sweet smelling sacrifice.

(1) **Thankfulness:** Expressing gratitude is a huge factor for success. Some of the scientifically proven benefits of gratitude or thankfulness include:

- a) According to one study, published in 2012, a 5-minute daily gratitude journal has the same impact as doubling your income. (*Sacks, D. W., Stevenson, B., & Wolfers, J. (2012). The new stylized facts about income and subjective well-being. Emotion, 12(6), 1181*)
- b) In two studies with over 240 participants, folks who were 10% more grateful than the average had 17.5% more social capital, which among other things creates reciprocity from others.
- c) According to the Positive Psychology Progress, an act of gratitude reduces depressive symptoms by 35% for several weeks!
- d) There are too many studies to site here, but research has shown conclusively that gratitude improves health, results in longer and better sleep at night, increases spirituality and self-esteem, increases energy levels and helps you bounce back from stress. It also makes you a much nicer person to be around.

(2) **For completing a vow:** In the Old Testament, vows to God were considered the highest form of worship. Basically a vow was something like, *“If God does “X”, then I will do “Y”*. For example, *“If I get out of this precarious situation, I will do such and such.”*

Once you were delivered from the danger and you fulfilled your end of the deal, it was time for a peace offering. It was like having a barbecue with all your friends just to acknowledge what God has done in your life. It was a celebration!

In business terms, the person who makes good on a vow, even if they wish they had never made that vow, develops a strong character, and gains much respect. People are much more likely to do business with someone they respect, than with people they either don't respect, or simply don't know.

(3) **Freewill offering:** This is just an occasion to be bless someone. In today's world, it might be like having your pastor or friends over for dinner. It might be just taking the team at the office out for dinner just

to bless them. Be on the lookout for who you can bless today, just because you want to.

Character Builder # 4 – GENEROSITY: (Meal / Grain Offering)

This was given voluntarily to acknowledge God’s divine provision and to praise Him for his abundant supply of “daily bread”. This is all about generosity and as you give generously to others, you increase your dependence on God for His replenishment of your resources.

One mark of strong character is generosity. Not only does it attract reciprocation in your life, but it turns you into someone who cares about and helps others in a tangible, financial way.

When you are generous, you tend not to be worried about money, which in business is important because the more you worry about money and chase after finances, the faster it runs away from you. (Proverbs 23:5) However, the more you give it away (sow generously), the more it chases you.

One business application is what Jay Abraham refers to as the Strategy of Preeminence. He says that gaining market preeminence comes by *“changing the focus of your strategy, changing who you’re doing everything for and by subordinating your needs to those of the client. The key is to fall in love with your client. If you can’t live to benefit and protect others, you’ll never achieve preeminence.”*

As a Christian I would add, that the focus of our strategy is to subordinate my desires for the will and desires that God has. Naturally, He wants us to do an exemplary job of caring for our customers, but sometimes, He may lead you to go above and beyond the highest levels of customer service. Not only is it good for your business, but it also represents Him well and brings God glory.

Jay Abraham goes on to say, *“Once you have taken the path to preeminence and greatness, you will not worry about money again. Fulfillment will be your reward. That you also happen to become financially well-off is just recognition that you are successfully helping others.”* That my friends is how generosity works!

Character Builder # 5 – COMMITMENT (Burnt Offering)

Unlike the peace offering and the grain (meal) offering, no one got to consume any of the offering. It was total sacrifice, but voluntarily given. It was seen as a means of gaining favor and only the very best was offered.

As Christians, we see Jesus as our burnt offering, and thus we have been given tremendous favor with God. (*“And in that day you will ask Me nothing. Most assuredly, I say to you, whatever you ask the Father in My name He will give you.”* John 16:23)

In business terms, this is a picture of being “all in”, giving your very best, putting it all on the line. That is an act of faith. You must be totally committed. No turning back.

This creates character of steel and is the trait of great leaders. We see this no turning back philosophy in historical figures like Cortez who burned his ships upon arrival in Mexico so there was no return without victory.

Jesus modeled this as we see in Hebrews 12:2, *“who for the joy set before Him, endured the cross, despising the shame, and has sat down at the right hand of the throne of God”*. He did not quit. We owed a debt we could not pay and He paid a debt He did not owe. How can you not go “all in” for and with Him?!

If you truly want to succeed in life, developing strong character is essential and the five sacrifices lay out some very practical ways to develop character through (1) accountability, (2) humility, (3) gratitude, (4) generosity and (5) commitment.

It is theologically true that we have been made perfect in Christ (Hebrews 10:14) but that doesn’t exempt us from desiring to live a life of character, albeit not in our own strength or by the force of will power.

Being a man or woman of good character will do more to advance you in the marketplace than almost anything. *“A good name is rather to be chose than great riches.”* (Proverbs 22:1). What shapes good character is what the five sacrifices are about.

Some people scrimp on character. They think it will cost them business, but they are dead wrong. I learned this from my father who in the 1960's was a salesman for Brunswick of Canada, selling bowling alley equipment. He told me about a time when he responded to a sales inquiry in a small town in northern Ontario.

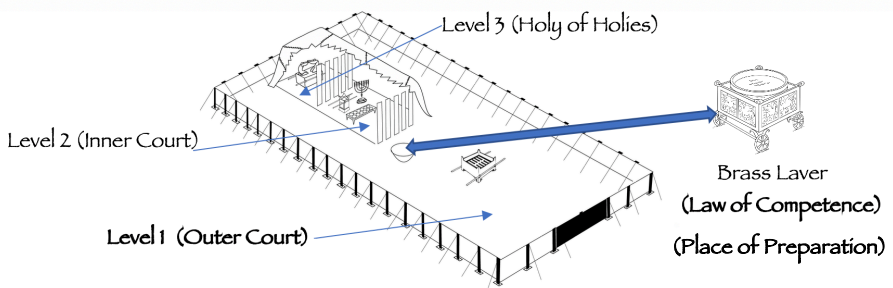
When he got there, the prospect wanted to spend about \$1.2 million on new bowling alley equipment (in today's money). My father however, was convinced that the town was too small a market to support that kind of investment in a bowling alley, so he tried to talk him out of the sale.

The prospect had the means and the desire to buy right on the spot, but my father convinced the man to sleep on it overnight and talk with his wife about it, while he stayed the night in a local motel. When morning came, the man had talked it over with his wife and decided to take my father's advice, and not make the purchase.

Though it cost my father a substantial sale, he stayed true to his character, which people found so attractive and safe, that he was consistently the number one sales guy in the country by no small measure, eventually becoming the Canadian National Sales Manager. Good character attracts business! Plus, you sleep better at night. (-:

CHAPTER TWELVE

SECRET # 2 - Three Success Habits To Turn Pro



*“You shall also make a laver of bronze...And you shall put water in it, for Aaron and his sons... when they go into the tabernacle of meeting, or when they come near the altar to minister, to burn an offering made by fire to the Lord, they shall wash with water, lest they die.
(Exodus 25:18-20)*

SECRET # 2) Law of Competence (Three Success Habits)

After the priests would finish the work of offering the sacrificed animal, they had to wash their hands and feet in the brass (bronze) wash basin. This was important because this was where they prepared themselves for service. It’s the last thing they did before entering the Inner Court sometimes called the Holy Place.

The preparation for service was very specific. They had to wash their hands. This speaks of the works of your hands (your trade or profession). Then they had to wash their feet which speaks to your walk (how you conduct yourself in your work and life). Think of it as “the way” you do business.

This wasn’t some half-hazard wash up and hurry up process. It involved three habits they practiced every day.

(1) Reflection: The brass laver with the water was reflective like a mirror. In sales or business, it is important to reflect on your work daily. Did you put in the effort? Did you do a great job? Did you deliver high quality? At the end of your day, get quiet and reflect on your day, not for the purpose of finding fault as much as it is to find areas for improvement.

In sales you need to track sales activity and conversion rates through the sales process. Did you put in a good effort? Did you hit your targets? You can't improve what you don't measure and you shouldn't expect what you won't inspect.

Not only are you reflecting on the quality of your service to the customer or prospect, but you are also reflecting on "the way" you conducted yourself. Did you practice full disclosure? Were you truthful? Integrous? Professional? Courteous? Respectful? Punctual?.

This time of reflection is a time to take inventory so you can go to the next habit here...

(2) Evaluation: The priest would wash his hands while looking at his reflection and evaluate his hands and feet to make sure they were totally clean. In sales and business, this is where you look at the successes and shortfalls of your work and your "ways" and evaluate what those errors might have cost you and what needs to be done. It's important to consider the implications of what you discovered in your reflections.

I remember overnighting one of my new books to a national radio broadcaster with a huge following. After confirming it had arrived, I called the radio host's personal assistant and asked her to please put it on his desk so he would see it when he arrived.

Well, apparently, she found that too aggressive and told the host how offended she was at me. Under other circumstances that might not have been too big a deal, but as it turned out, she was his wife and my progress inside that organization was totally shut down.

At the end of day, I reflected on the unfortunate event. I believed I was polite and courteous, but just me asking her to put it on his desk, crossed a line for her and I was "toast". Upon reflection, I came up with a simple strategy which involved a letter of apology and backing off. It took some time, but I was eventually given the exposure I sought on that national radio program.

Now, that's not rocket science, but most sales people would just blow it off and move on to the next possibility. But in the evaluation stage,

it was clear to me that the implications for missing that opportunity were huge because being on that program gave me open doors to many other places.

If you are evaluating your conversion rates, try to learn why they are what they are and figure out what can be tested to bring improvement. Is it your sales approach, your presentation or the product you're offering? Or is it that you're calling on the wrong clientele? Was there something you did that worked out particularly well? Should you make that part of your process going forward? Remember... Big doors swing on small hinges. Little things can and do make huge differences!

In many cases, an honest evaluation will highlight an area where you need to grow, to learn, to educate yourself... An area that needs practice and possibly some role playing. Decide that you want to be a great sales professional and work on honing your skills daily.

Take courses. Get training. Get coaching or mentoring. Find someone you respect who will care about your success and is willing to be a mirror to you, telling you what they see and help you correct what needs correction.

It's amazing how much a small change can make on overall results, but if you're not tracking them and evaluating what they mean, you'll never know. But you'll never know unless you go to step three...

(3) Taking corrective action: If while washing their hands and feet and evaluating them to make sure they were totally clean, they found something they missed, they would immediately take corrective action. Fix the error.

This was a daily routine and if you will spend a few minutes at days end, even if done while driving home from work, you will reflect on the day's progress or lack thereof, evaluate the implications of successes and errors and then adjust your next day's efforts and focus. This can and should rapidly increase your sales effectiveness.

The idea here is to keep short accounts with mistakes. Don't keep going in the wrong direction when you could have easily reflected on

the outcome by keeping track of the metrics, knowing what they mean and then modify your habits accordingly.

These three practices shouldn't be revelation to you. We all know this, but so very, very few practice them. Especially in sales. Good marketers do this religiously but sales people rarely do.

Back in the early eighties, I went to work for the Minolta dealer in Toronto. At the time, Minolta had just come out with a zoom lens which meant you could shrink or enlarge any document to any size within 1/100th of a percent. It was absolutely revolutionary. Prior to that you only had two sizes you could reduce to and one for enlarging.

Most of the sales team went out to the marketplace and carried on selling copiers like they always had with only a slight increase in sales.

However, there was this one guy, (old enough to be my dad) who upon reflection, and with a little evaluation, quickly realized he was wasting his precious time trying to sell the zoom lens copier to a normal office environment, but he had good success with printers.

So when he evaluated his results and saw the vast improvement in his closing rate, he took corrective action and actively pursued printing companies with a laser focus.

He was also wise enough to realize the competitive advantage we had would soon evaporate as Canon, Xerox and others would quickly catch up. The simple three step process helped him earn nearly ten times as much as the other sales reps (until they also caught on).

It is in the practice of these three habits that you develop competence. It's where you learn and hone the science of selling that embodies the Psychological Buying Sequence that cooperates with, (instead of competes with) natural laws of human reasoning. I lay out that sequence a little later in the book.

Character and competence are developed in this outer court area. It represents the realm of the 30-fold increase. By that I mean, that if you learn how to develop your character and competence, you can

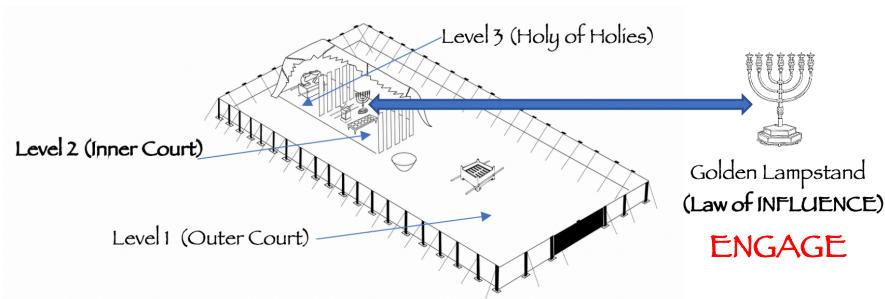
rise to very high heights in the business arena, similar to 30 X higher than what you can accomplish without character and competence.

By the way, this is where most people stop. There is so much opportunity for growth and success in Level 1, that they never even think to look up, for the next level. But you're not like that, which is why you are here.

CHAPTER THIRTEEN

SECRET # 3 – Holy Spirit Guidance

“When He, the Spirit of truth has come, He will guide you into all truth” (John 16:13)



Engage / **A**ssess / **S**olution / **Y**ield (Negotiate) / **C**LOSE

*“The Spirit of the **Lord** (1) shall rest upon Him, The Spirit of **wisdom** (2) and **understanding**, (3) The Spirit of **counsel** (4) and **might**, (5) The Spirit of **knowledge** (6) and of the **fear of the Lord**.” (7)*
(Isaiah 11:2)

When you step inside the Inner Court, you enter into the mysteries of God. In the Outer Court, you see God’s acts, but in the Inner Court, you learn His WAYS. This training is about learning God’s WAYS and applying them to our professional lives, specifically, sales.

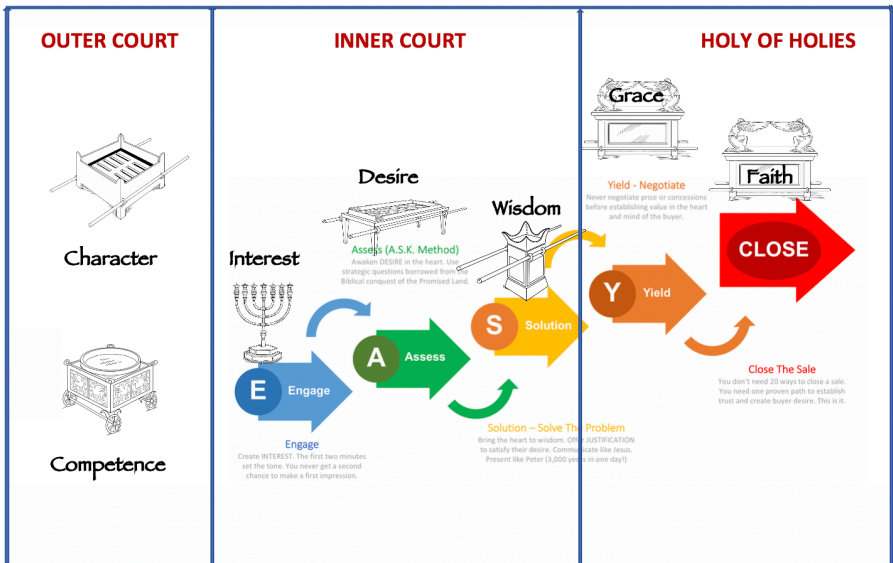
The Inner Court (Holy Place) was illuminated by a solid gold lampstand burning pure olive oil (type of the Holy Spirit) and casting its light on the table of bread (Jesus is the bread of life (John 6:35) and the Word of God (John 1:14)) and the altar of incense (prayers of the saints – Rev 5:8). At a fundamental level, this is a picture of the Holy Spirit illuminating the Word of God in an atmosphere of prayer.

Volumes of books could easily be written on this subject, but I am going to share only a couple templates pulled from the Inner Court.

There is a natural progression to sales that I refer to as the Psychological Buying Sequence. It begins with Engagement where you quickly gain someone’s attention and INTEREST. It is followed by an Assessment process and a Solution presentation where DESIRE

and WISDOM are cultivated, which often leads to Negotiations where there's some YIELDING and then the deal gets CLOSED.

When I study the Tabernacle of Moses, I see the natural flow of the sales process playing out in front of my eyes with magnificent accuracy. In the following diagram, I have overlaid the Psychological Buying Sequence over top of the blueprint of the Tabernacle. I will spend the rest of this section detailing how the furniture elements inside the Tabernacle give profound insight as to how to execute the buying sequence with ease and confidence.



The Golden Lampstand – Attracting INTEREST

When you enter the Inner Court (Holy Place) that I call, Level Two, you are in an entirely different environment from what is outside. It's there that the 7 branched, golden lampstand shines brightly and attracts immediate and compelling interest. Think of this step as when you introduce your VALUE PROPOSITION. How you do that, is guided by the 7 lights on the golden lampstand.

But what could those seven lights on the lampstand signify? And how can that apply to the sales process?

I would take you to the book of Revelation 1, 3, 4 & 5 that mention the seven Spirits of God and then look at Isaiah 11:2, that seems to identify those seven Spirits.

I don't see them as seven distinct beings by any means. I understand them to be seven unique manifestations of the Spirit of God. There is but one lampstand, but it has seven branches.

Isaiah 11 is a prophecy of the coming Messiah. Verse 2 tells us how we will recognize Him and gives us seven characteristic traits that describe Him. That sounds like sales to me, because in sales, among other things, we describe the product and its traits to our intended audience.

When you look at Isaiah 11:2 as God beginning to describe the magnificence of His Son in ways that would be compelling to us, it makes sense to me that we can emulate God and model those same seven characteristics in the selling process.

Understanding and applying their application to your sales activities will increase your sales considerably, especially if you find you're not even getting to "first base" with many of your prospects. This could settle that for you immediately!

Although our training goes into much more detail, I will give you a powerful overview of the implications of the seven points of light found in the Inner Court and how you can utilize them to immediately garner interest in what it is you're selling...

Seven Points of Light

1. **The Spirit of the LORD:** The title "LORD" here is the name "Jehovah", the national name of God in ancient Israel. The first thing established in this verse is that Jehovah is LORD. He is the One in authority. He has authority over all of creation. Here are a couple ways the concept of "authority" can help you succeed in sales...
 - a. Authority is something you carry. It's the way you walk, the way you speak, the way you look. People can

sense when a person is carrying authority and it immediately gets someone's attention and interest.

The night before Joshua led the Israelites into Canaan to destroy Jericho, he saw a stranger in the camp with his sword drawn. The authority that stranger (believed to be Jesus) carried brought Joshua to his knees.

- b. You will always do better in sales when you can speak with authority. Be an authority on your product, your service, the market, the industry. People respect and listen to someone who is an authority.

Most sales people don't bother to gain expertise, to become an authority, and without it, they don't get much respect from prospects. People like to buy from those they can respect.

- c. Secondly, you must ask: *“With whom do you have authority? Who has the problems your product or service addresses? Where are these people? What is their profile?”* They are the ones you can have authority with. They are your target audience and the ones you want to call on.

Until you clearly and with specificity define your target audience, you cannot effectively define your message to answer their primary concerns. The better you define your target audience, the clearer your message becomes.

Being a generalist gets you paid but being a specialist profits both you and your customers more. A brain surgeon earns more than a regular MD and both the brain surgeon and his patients are better off because of his specialization.

Don't be a generalist. Be a specialist. Identify your target audience with a high degree of specificity. Don't

be afraid to focus. Focus creates clarity. Clarity leads to action.

You might remember the story of Alexander the Great when his 50,000-man army was outnumbered by Darius and his Persian army 20 to 1. Alexander concentrated his limited resources and gave his entire army one simple focus: “*Kill Darius!*”

When Darius caught wind of the fact that 50,000 men had focused themselves completely on taking his life, he left in a hurry and Alexander won a stunning victory!

Concentrate your resources on a highly defined target. By the way, you can have more than one target market. Just modify your messaging to speak to each target audience in their own language.

2. **Fear of the Lord:** Proverbs 8:13 says that “*the fear of the Lord is the hatred of evil.*” The word “evil” here means “*adversity, calamity, displeasure, distress, grievous*”. That sounds a lot like “pain” to me. So the second element when it comes to gaining someone’s immediate interest is to address their PAIN.

People are naturally attracted to problems. We seem to be wired that way. A man gets a flat tire on the interstate and even though he pulls out of the lane and away from moving vehicles, traffic slows down to a crawl while everybody slows down to see what the problem is.

They notice the fire truck going by with the siren and may even follow it to the fire, but they don’t notice the taxi. A building on fire will draw quite a crowd, but who pays attention to it going up?

Problems, (pain) uniquely attract interest! Therefore, concisely and compellingly raise their most likely problem or pain issue in the form of a question or series of questions. If

you sold financial products, you might ask, “*Are you getting close to retirement and realizing you have nowhere near enough to retire on?*”

By bringing up their most likely pain, (one that they may well be wanting to avoid), you have just grabbed their interest. In your area of sales, think of the biggest pain your product or service solves and then bring them up as you transition from meeting and greeting to engagement.

3. **Knowledge:** If you want to earn respect quickly, be seen and known as very knowledgeable on how to solve the pain your prospect or customer is in. Read periodicals, surf the net, study the industry, keep up with the trends, and know the latest developments.

Proverbs 10:14 says that “*wise people store up knowledge*”. Become a reservoir of relevant knowledge for your desired customers. Knowledge goes with wisdom and understanding to form the three building blocks for effective communication. Augustine of Hippo referred to them as Grammar, Logic and Rhetoric

Knowledge is static and is the first of three building blocks of communication. It has no life and causes no response until understanding has taken place. Proverbs 5:1-2 implies that if you don’t get the understanding and wisdom associated with the knowledge, you will lose even the knowledge you gained.

Your job in sales is to cause your prospects and customers to retain knowledge by making it relevant, (causing understanding) and logical (providing wisdom). (By the way, when someone visits your website or reviews your marketing pieces, how accessible is the knowledge they are looking for? Is the knowledge easy to find or is it cleverly hidden behind confusing graphics or poor word choices?)

The knowledge you give should speak to the solution and be crafted as carefully as was the problem. The knowledge you share should provide indisputable assurance that a solid

solution to their problem exists and you are going to expose them to it. In order to do that, you will need to cause understanding.

In the engagement step, you can garner interest by sharing a stat that touches on their pain, while demonstrating your knowledge. If you're in the financial services business, you might cite a powerful stat such as, *"According to PBS, 77% of Americans are not on track to have adequate retirement at age 67."* It demonstrates your knowledge and points to a pain they are likely to have.

4. **Understanding:** This is the second essential building block of communication. It's critical because it causes transformation. It speaks of "getting it". It inspires urgency. The Psalmist said the person who actually takes action on God's commandments is the person who has understanding. Solomon pointed out the field of the man who was void of understanding was distinguished by lack of action and decline. (Proverbs 24:31)

Understanding causes action. Have you ever presented your information to a prospect who was receptive, but didn't take action? It is most often because they **lack the understanding** you have. It's a failure on your part to **cause understanding**.

You got caught in the trap of passing on information, (knowledge) without truly causing the recipient to "get it". Only out of understanding do we act. We will consider information, but we will act on understanding.

Understanding takes place in the heart. The Psalmist said, *"The meditation of my heart shall be of understanding."* That being the case, we need to speak in a language the heart understands like pictures, emotions, feelings, etc.

Use word pictures to paint upon the canvas of their heart. Cause the eyes of their understanding to be enlightened. It might sound something like this, *"We help folks enjoy their retirement instead of having to work as a store greeter at*

Walmart just to make ends meet.” That picture touches a pain point and causes understanding.

In your sales presentation, use terms that are relevant to them. Look for analogies, word pictures, examples, testimonials and physical demonstration that will make your point. Scripture points out that neither the horse nor the mule have understanding and as such, *“must be held in with bit and bridle, else they won’t come near you”* (Ps 32:9)

Too often we treat our customers like a horse or mule, trying to rein them in with bit and bridle, coercing them into our control. If we do get them as customers through this means we will have to keep them in the same way.

When you use understanding instead of force to secure a customer you are more likely to keep them for the long haul and they are more likely to generate a steady flow of referral customers to you.

Do you know what a PCV valve is? Neither do most people, but when you go into one of those quick oil change places like Jiffy Lube, they will check for other quick service items you may need that can prevent trouble down the road.

On one of my visits to Jiffy Lube, I was told I needed a PCV valve by the kindly technician. Having no idea what that was, I asked for some more information. I was told it was a “positive crank case ventilation valve” and they could replace it for a few more dollars.

The problem I had wasn’t the dollar amount. My problem was that the technician had only passed on knowledge (information) to me without causing understanding.

My lack of understanding made me hesitant to take action. That often happens with your customers when you speak to them in your terms, your language, instead of theirs.

A supervisor caused understanding by explaining that a PCV valve was supposed to spray fuel evenly which was necessary for good fuel mileage. It needed replacing because it had become clogged much like a hairspray nozzle gets clogged after prolonged usage and the fuel was no longer evenly dispersed and was causing a decline in fuel efficiency. Then the lights went on!

Not only had his word picture of a hair spray nozzle caused understanding, but he supplied the wisdom (logical justification) of fuel savings to back it up. I happily took the recommended action, thereby improving my fuel efficiency and his sales!

Understanding is the intelligence of the heart, but wisdom is the intelligence of the mind. Skilled sales professionals know how to use understanding to win the heart of prospects and their appeals reach to the emotional side of their personality with great effect.

However, not everything that appeals to the heart is the appropriate choice. Sometimes the heart in its yearning for acceptance for example, reaches out to material things that in owning will cause acceptance by others, but in reality creates alienation from the life of God. The solution? It's found in Psalm 90:12 "*So teach us to number our days and bring the heart to wisdom.*"

5. **Wisdom:** Once the heart is engaged, bring the heart to wisdom (the third building block of effective communication). Understanding comes to the heart, but an ethical sales rep will close the loop and bring the heart to wisdom. In other words, the heart is stirred with the "want to" but wisdom needs to be the "*principal thing*". (Proverbs 4:7)

Wisdom provides the logic that satisfies the intellect. Carrying on with the financial services example, you might say something like this, "*Bob, the numbers show that if you invest \$400 per month for the remainder of your working years, and achieve the historic average rate of return, you will be able to add an extra \$500,000 to your 401K and retire worry free. Of*

course, past performance is no guarantee of future performance, but not taking action IS GUARANTEED to leave you in a very difficult position come retirement time.”

If you want to create raving fans for your product or service, be sure to bring their heart to wisdom. Knowledge informs, understanding motivates and the fruit of wisdom is justification.

You can provide wisdom by satisfying common objections. For example, price is a common objection especially when it comes to expensive automobiles. I may know about a Lexus (knowledge). I may want a Lexus (understanding). But is it wise for me to buy a Lexus?

When we bring our heart, (our want) to wisdom, what does wisdom reply? Well, in my case, I have noticed that my clients expect me to have a certain measure of success. They often look at exterior things to see if I “look successful” to them. The clothes I wear, the car I drive all impact their perception of me.

I used to ignore that fact and drove an older car and didn’t care what others thought. Then one day, I lost a client opportunity because they saw the modest car I was driving and assumed I wasn’t really successful. I went out the next week and got a brand new luxury car, called up three different prospects, took them each to a nice restaurant in my new car and all three signed contracts, filling my schedule for the next 12 months!

I realized that a nice car was part of my “uniform”. The new car helped my clients feel comfortable with me and the business they rewarded me with more than paid for it. For me, wisdom replied in the affirmative and I have enjoyed the fruit of that wisdom ever since.

When you offer knowledge in a way that creates understanding, and you provide the logical justification of wisdom, you have communicated successfully and the prospect is prepped to hear what your solution is.

However, there are two more points of light that if brought up in the engagement step, will focus them more intently on your message.

6. **Might:** It's time to ask, What gives you "might" or "superiority" or "advantage" or "beneficial differentiation"? What is it about your product or service that separates you from the others? It's not enough to say that your product is great. It's not enough to say that your service is prompt. Give specifics. How is your product great? What specifically is great about it?

In the book, *Discipline of Market Leaders*, they contend that there are only three ways you can differentiate yourself. (1) You can be the best quality provider of your product type. This is typically done by choice of product materials, workmanship, etc. (2) You can provide the best service such as being the fastest or the most available (24/7), etc. (3) You can be the low cost provider such as a McDonald's or Walmart.

You can't be all three, so whichever one you are, must now be explained. If you're the best product, why are you the best? Mike Lindell of My Pillow fame, now also sells sheets. Everyone sells sheets, so what make his better? They are made from the world's best cotton grown only in the Giza district of the Middle East. That rare and valuable cotton is soft, breathable and ultra comfortable. You get the point. He doesn't just say his sheets are the best. He explains why!

If you manufacture parts and use only titanium, it's not enough to say your product is strong. You need to quantify its strength... *"10 Times Stronger Than Other Leading Brands!"*

Even if you are the only one using titanium, you still need to combine that differentiation with understanding and cause the reader to "get it", to fully grasp the significance of this advantage.

Too often folks put their advantage out there but don't explain why or how that advantage will matter to their potential buyers. The added strength may mean the life of the parts you produce is five times longer than traditional alternatives which more than justifies being three times the original investment.

When you say you have prompt service, what do you mean by prompt? If it means two hour service, then state it, but if everyone else is offering two hour service then you haven't demonstrated "might". Maybe you offer "two hour service or their order is free!"

Be creative but find what differentiates you from the others. Articulate what some call your USP (unique selling proposition) or your value proposition which describes in clear, concise and compelling terms the distinct value you bring to the table.

This stage of the sale is crucial and this is where many sales are won or lost. If this is on your website for example and you don't make a compelling case for the unique, exclusive advantages of your product or service, there is a very good chance they will keep searching for other alternatives.

If you truly have a product or service which has little differentiation but you still want to improve your market share, you can do that by educating them on the great care you take in manufacturing the product or delivering your service. Let me give you an example...

Back in the 1920's, famed advertising expert, Claude Hopkins was asked by the Schlitz Beer Company, who was only enjoying mediocre sales, to help get them from fifth place to number one in the market. At the time, beer companies were falling all over themselves to tell consumers their beer was "PURE". It was the buzzword of beer but nobody defined it.

Hopkins toured the brewery to see how beer was made and discovered several interesting things. First of all, he saw beer dripping over pipes. Upon inquiry he was told that this was

their way of exposing the beer to filtered air which had been provided for just that purpose so the beer could be cooled without risking adding any impurities.

Then he saw their filter process which used expensive white-wood pulp to provide high quality filtering. The person providing Hopkins with the tour explained in great detail about their cleaning regime and how fastidious they were about keeping all the pumps and pipes pristine and clean, and how they sterilized the beer bottles four times before pouring beer into them.

Finally, he was taken to the nearly mile deep artesian wells that were dug on the shore of Lake Michigan (before it was polluted) to provide the best quality water available. When the tour was over, Hopkins asked, "*Why don't you tell people these things?*" He was told that every beer manufacturer did it that way and that it was not unique or special.

Hopkins argued that consumers didn't know that and would be greatly impressed if they only knew these details. He created an advertising campaign educating consumers on the way Schlitz brewed their beer and they grew from number five in market share to tie for first place.

He merely educated the consumer on the extraordinary care his client took to produce "pure" beer and though it wasn't unique or different, it was impressive to the consumer and they bought the Schlitz brand in record numbers!

I am not making a case for or against beer consumption by the way. I am simply citing a well-documented, famous example of how one company who was so similar to all their competitors found a way to differentiate by simply explaining their process in fascinating detail and soared from obscurity to prominence.

At this point, the consumer knows they need to do something about their pain. They believe they need your kind of cure and

are now convinced that you have the best product to meet their specific needs. And still they often don't act.

People like to know who else has gone before them. As Mark Twain once said, *"It was a brave man who ate the first oyster!"* Think about it! If you had never heard of eating oysters and you came upon one on the sea shore and cracked it open, would you find it mouthwatering? Would it make you hungry? I don't think so.

But then you come into town and you see several oyster bars, restaurants that serve them raw or baked, with or without various accoutrements and everyone is enjoying eating them. Now you are ready to try them.

7. **Counsel:** In sales, what you often need, is the seventh manifestation of the Spirit, called the "Spirit of Counsel". You need to offer the counsel of others in the form of testimony that shows others who had the same reservations, perhaps highly skeptical, but they had enough pain they were ready to try something.

They tried your product or service and now have a moving story to tell. It has been demonstrated that people using lots of testimonials have better results than people or companies who use none at all, or very few. Give people the security of knowing that others have gone before them and taken the risk and now there is no risk. In fact, offer them a risk reversal or risk mitigation strategy to give them extra comfort.

So for example, your value proposition conversation could go something like this.

"Have you ever gone into a Walmart and been greeted by a 78 year old gentleman at the entrance? I can pretty much guarantee you that when we was 48, he wasn't planning on working in Walmart for just above minimum wage when he was 78." (Understanding)

"He found himself in the position that according to PBS, nearly 4 out of 5 Americans are headed toward right now... Insufficient means to

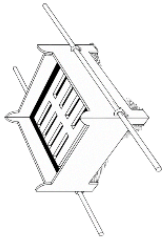
retire on.” (Knowledge) “*And it’s downright scary.*” (Fear of the Lord)

“It’s also completely avoidable. If you’re not in the minority of Americans who are financially set, I would like to share with you how our Black Diamond Retirement Strategy can significantly improve your retirement position when that time comes, without you having to sacrifice everything you enjoy to get there.” (Wisdom)

“Unlike typical investment strategies that rely just on mutual funds to build wealth, ours is both flexible and diverse, and allows you to accumulate wealth through real estate, stocks and precious metals, even if you have nothing set aside to invest right now and have never invested before.” (Might) “*We’ve received high praise from Investment Today and Fox Business. And recently, Dave Ramsey, host of the Money Game gave us a huge shout out.*” (Counsel)

This strategy works together to give you a voice of authority and if the need is there, you will have successfully aroused their curiosity.

OUTER COURT



Character



Competence

INNER COURT

Desire



Assess (A.S.K. Method)
Awaken DESIRE in the heart. Use strategic questions borrowed from the Biblical conquest of the Promised Land.

Wisdom



S Solution

Solution – Solve The Problem
Bring the heart to wisdom. Offer JUSTIFICATION to satisfy their desire. Communicate like Jesus. Present like Peter (3,000 years in one day!)

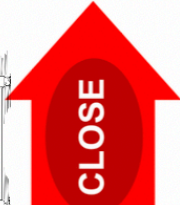
HOLY OF HOLIES



Grace

Yield - Negotiate
Never negotiate price or concessions before establishing value in the heart and mind of the buyer.

Y Yield



Faith

CLOSE

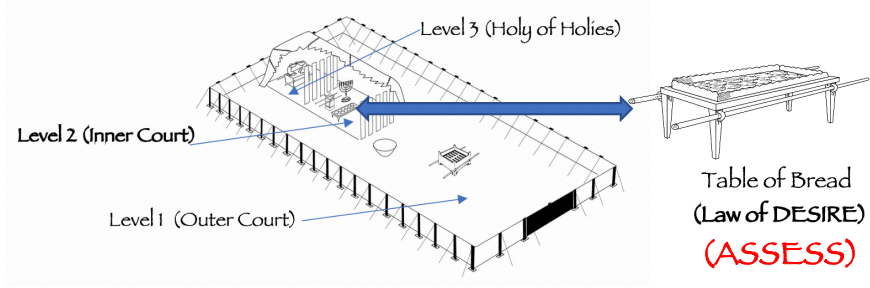
Close The Sale

You don't need 20 ways to close a sale. You need one proven path to establish trust and create buyer desire. This is it.

Engage
Create INTEREST. The first two minutes set the tone. You never get a second chance to make a first impression.

CHAPTER FOURTEEN

SECRET # 4 – The Wisdom Is In The Word! How Frankincense (Questions) Awaken Desire



Engage / **A**ssess / **S**olution / **Y**ield (Negotiate) / **C**LOSE

“And you shall put pure frankincense on each row, that it may be on the bread for a memorial, an offering made by fire to the Lord.”
(Leviticus 24:7)

The Table of Bread – SECRET # 4 – WISDOM: Law of DESIRE

In the Inner Court, once you have considered the golden lampstand with its seven flames, you’re eyes are then directed to the table of bread. This is where and how you create DESIRE.

In fact, the purpose of the light is to direct your attention to the 12 loaves of bread, which represent the 12 tribes of Israel. When you understand the etymology of the names of the 12 tribes, you unravel an incredible mystery.

Before we explore that, you must understand that the bread was not only savory and desirable, but it first and foremost represents the Word of God. This bread is where I have found the most amazing strategies, principles and tactics for succeeding in sales, as I share in this book. I can’t urge you too strongly to marinate your mind in God’s Word and you will find wisdom that no one can gainsay.

When it comes to sales, think of the bread as the substance of your message that awakens desire in the prospect. It needs to satisfy the

prospect's needs, wants and / or desires. However, before you begin feeding your solution to your prospect, there is one very important step you need to take. Doing so will almost certainly double your sales if you haven't been doing this.

Here's the secret - frankincense

Those twelve loaves of bread were laid on a table for a week before being replaced by another batch. While they sat on the table, they were sprinkled with frankincense, giving off an unmistakable fragrance that has very specific benefits and can be replicated by following the process outlined by Moses in Numbers 13. It's called the Moses Questioning Strategy and is the subject of Chapter 22. Frankincense affects the human psyche much the same way as questions do.

But first, frankincense, which is considered the "holy grail" of health products by many, has specific benefits you need to understand. According to the eminent Dr. Axe, frankincense impacts the limbic system of the brain, which is the control center for decision making and your emotions.

According to Dr. Axe, frankincense (1) reduces stress reactions and (2) reduces negative emotions. It also (3) improves memory and (4) increases enlightenment.

Now think about this... In sales you definitely want to (1) lower your prospect's stress reactions and (2) lower negativity. That certainly makes for a better selling environment. You also want your prospects to (3) retain what you are saying and (4) have "aha!" moments of enlightenment.

The sales technique that delivers that result in remarkable fashion is the act of asking strategic, targeted questions. According to the Association for Psychological Science, "*research from a team of Harvard psychological scientists*", shows that "*asking more questions—and in particular, asking more follow-up questions—increases people's positive impressions.*"

The study goes on to say, "*The tendency to focus on the self when trying to impress others is misguided, as verbal behaviors that focus*

on the self, such as redirecting the topic of conversation to oneself, bragging, boasting, or dominating the conversation, tend to decrease liking.” Isn’t that what sales reps are typically known for?

Researchers added... *“In contrast, verbal behaviors that focus on the other person, such as mirroring the other person’s mannerisms, affirming the other’s statements, or coaxing information from the other person, have been shown to increase liking.”*

Questions trigger a mental reflex known as “instinctive elaboration.” When you ask someone a question, it takes over the brain’s thought process. And when your brain is thinking about the answer to a question, it can’t contemplate anything else.

The impact of asking the right question at the right time is so powerful that it can actually stop hiccups on the spot. Try it sometime. The next time you or someone you know starts to hiccup, ask them, *“What color is that hiccup?”* It forces them to think about that question which really has no answer, and nine times out of ten, it stops their hiccups!

Research in neuroscience has found that our brain can only think about one idea at a time. So when you ask somebody a question, you force their minds to consider only your question and it distracts their brain even from the hiccup response.

Interestingly, in 1993, there was a survey of 40,000 people, where it was learned that just by asking them if they were going to purchase a new car within 6 months, their purchase rates increased by 35%! Think of it! Just by asking the question, it moved the topic to the forefront of their brain and induced a purchase response at a rate 35% higher than those not asked the question.

According to an earlier study published in the Journal of Applied Psychology, asking citizens whether they’re going to vote in an upcoming election increases the likelihood that they will by 25%! Seems like people would rather buy a new car than vote. (-:

These two studies clearly indicate that you can induce a DESIRE to purchase simply by asking relevant questions!

Asking questions also builds rapport, shows respect and demonstrates your desire to learn as much as you can about them and their needs so you can help them get into a terrific solution. That alone reduces stress and negativity.

Additionally, people feel more in control and generally more comfortable when they are the one doing the talking. You've often heard it said that you (or someone you know) "talks too much", but you've probably never heard it said that you "listen too much".

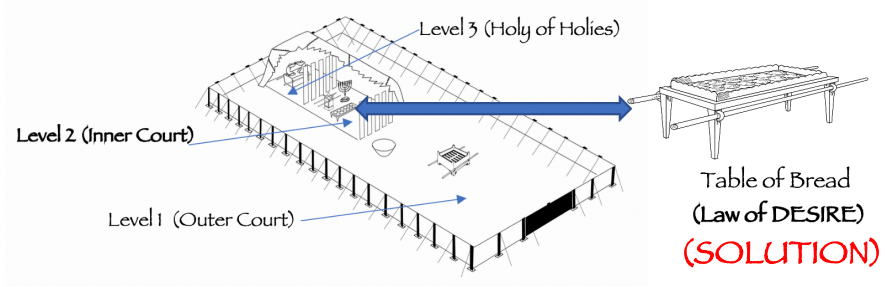
Sales people have been trained to "show up and throw up". In other words, they are trained on how to make a stellar presentation with all the bells and whistles. But not too many people like to sit there and just listen to a presentation (sales pitch). When that is what they're given, it creates stress and negativity and the sales rep rarely knows why.

Give the prospect the floor. Let them talk. Your job is to direct that conversation using strategic questions that reveal needs, wants and desires, along with likes and dislikes, preferences and prejudices, etc.

CHAPTER FIFTEEN

Step 4(b) – Investigation Seeks Desire

The 12 Point Strategy For Establishing Desire



Engage / **A**ssess / **S**olution / **Y**ield (Negotiate) / **C**LOSE

*“Take the finest flour and bake twelve loaves of bread...
Arrange them in two piles, six in each pile,
on the table of pure gold before the Lord.”
(Leviticus 24:5-6)*

The Bread... WISDOM: Law of DESIRE (continued)

Ask anyone. It’s the bread we crave. Just go on a keto diet and you’ll quickly confirm this fact. Just like the desire for bread, prospects desire and look for a solution to their problem. Your job is to offer them your “bread” (solution). But **WHAT** is going to make them **DESIRE** your bread vs the bread of a competitor?

This is where the lesson of the loaves comes into play. I am going to show you one application of the twelve loaves in the Inner Court, that serve as a checklist for your sales presentations and greatly intensifies the desire you originally awakened with the frankincense (questioning strategy).

To start with, the meaning of their names in the order of their birth goes something like this...

1. *“See (Reuben)*

2. *and hear (Simeon) what the Lord has to say.*
3. *Then cleave to Him (Levi)*
4. *and praise Him (Judah),*
5. *knowing that the judgments (Dan) you make will lead to*
6. *a time of struggling where you will wrestle (Naphtali) with your decisions.*
7. *A troop will come and bring fortune (Gad) with it*
8. *which will give you much happiness (Asher).*
9. *With that victory comes the long awaited reward (Issachar),*
10. *enabling you to dwell securely (Zebulon)*
11. *and increase (Joseph),*
12. *gaining much authority (Benjamin).”*

Taken individually, the 12 names when applied to your mindset, will give you a powerful set of guidelines for rewiring your brain to think like God thinks. It will do more for changing your circumstances than just about anything I know. However in this chapter, I want you to think of the 12 names as part of your sales process to create DESIRE...

1. Reuben – “to see”: First of all, you want your prospects to see. You’ve heard it said that “seeing is believing”. Show me. Don’t just tell me. With respect to tangible products, whenever possible, make the effort to physically show the prospect, what it is that you’re selling.

A picture is better than a verbal description but seeing it in person is even better. It creates a connection that is harder to get by a mere description.

In the early days of copier sales (1966), Xerox finally introduced a “desk top” copier (model 660). Most Xerox reps took the easy way and showed prospects the pictures of it in a brochure. However, reps that went to the pains of having it delivered to the prospect’s office so they could see it in person, closed 5 times more business than those only using a brochure.

Because installing it for a trial evaluation was cumbersome and time consuming, my lifelong friend, Gerry Price bought and converted a motorhome into a mobile office.

He installed the copier in the motorhome and went on the road showing as many people as possible the new copier model. His innovation and knowledge of the fact that “seeing is believing”, made him the number one Xerox salesman in the country for the year! (No small accomplishment!)

If you are selling an intangible product such as insurance or some kind of service, you still need to cause the prospect “to see” because “seeing”, of necessity, means “to understand”.

Now here is a spiritual law that will help you tremendously in sales... If you can get someone to see and believe in their heart and not just give intellectual ascent, they are far more likely to take action.

You’ve got to engage their heart! I develop this in detail in our training program, but for starters, think of their heart as a canvas, upon which you paint a picture of their desired objective.

For example, years ago I put together a proposal to help a \$ 7 million per year cutting tool distributor to get above \$8 million in the next 12 months.

Rather than suggest a fee, I had a graphic artist create some slides (back before we had PowerPoint) showing an apple orchard and a basket full of apples.

My proposal suggested that I would work all year to help them pick up the first seven million apples at no charge. Then, from that point forward, for every apple I helped the sales team pick up, I could take a single bite (10% of the increase).

Sure, it was a lot more trouble to create a slide show, but I easily got the contract with a nice monthly retainer and the company’s sales blew through the roof!

Most of the time however, you have to be imaginative on the fly. That’s when you use descriptive word pictures to paint on the canvas of their heart. When you show graphs and spreadsheets, numbers and facts, you are filling their mind. When you paint pictures of the

desired outcome, you are moving their heart, and that is where 90% of the decision is made.

2. Simeon – “to hear”: “*Do you hear me?*” is more than just a cell phone commercial. We often ask that to confirm whether a person understands what we are saying. Not all messages have pictures, but all pictures have messages.

For those messages that you need to deliver that don’t really create a picture, you need the “logos” (the Greek word for “word”). It’s where we derive the word “logic” from. Make sure you deliver your message in a clear, compelling and logical manner.

When you combine Reuben and Simeon (“see and hear”), you get “show and tell” to sell. The combination of descriptive visuals and compelling logos is a potent sales skill.

According to the University of Houston, we remember 20% of what we hear, 30% of what we see, but 50% of what we see and hear. Sadly most sales reps have never even thought of acquiring these skills, relying instead on company marketing collateral to do the job for them.

3. Levi – “to cleave”: Your objective in “showing and telling” is to get prospect’s to “*cleave, retain or hold on to*” both your message and ultimately your product or service. The “cleaving” you are working to achieve is an unwavering kind of cleaving or holding on to.

By the way, speaking of “holding on to,” you may remember the Charmin toilet paper commercials where they told you to squeeze the package in the grocery store to feel how soft and thick the toilet paper was.

That’s kind of hard to do because the toilet paper comes wrapped in a sealed plastic package. However, studies have shown, that customers are 35% more likely to buy a product if they handle it!

4. Judah – “to praise, make confession”: During your presentation, you want to pepper it with trial close questions such as, “*Do you see*

how this could help you?” or “Can you see how this would save you money?”, etc. You are getting them to “make confession” and hopefully say something in praise of what you are showing them.

If you get a positive answer, ask them to elaborate. If they say something like, *“This would really help us stay in our budget so we have room for the new expansion we are planning”*, they have slipped into giving “praise”. As a result, they are more likely to “cleave” (**Levi**) to your words (and your offer) and ultimately give “praise” (**Judah**) in the form of a testimony, (if you ask for it).

5. Dan – “to make judgment”: As you “show and tell”, the prospect will be making judgments along the way. We all do that. Your “trial close” questions are your way of determining whether the prospect’s judgments are positive or negative so far, without asking them for a commitment at that time.

You’re measuring their level of buying readiness. If done correctly, they will more likely make a “judgment” (**Dan**) in your favor. If done ineffectively, they will make a “judgment” (**Dan**) not in your favor.

6. Naphtali – “wrestling, struggle”: People are most likely to question their judgment (decision) shortly after making it. *“Did we buy the right house? Did we pick the right neighborhood? Should have I gone for the SUV instead of the convertible?”*, etc.

It’s true that folks will “*wrestle or struggle*” to make a decision, but after making it, they’ve committed and that’s when the strongest doubts tend to arise.

Those doubts may be raised by their spouse, their friends or family, or perhaps their business partner or co-worker. With that in mind, we teach in our training, a simple process to walk people through their decision process again – after the deal has been closed, so as to minimize the occurrence of “buyer remorse”.

Essentially it goes like this... *“So Bob, you’ve made a great decision today to get these new kitchen cabinets. What sealed it for you? Oh really? Why is that important? Anything else?”*

What you've done in that process is make sure they can articulate their buying reasons. If they can't do that well, and they are later challenged, they may back out of the sale.

To prevent that, get them to articulate their buying reasons. If they're not very convincing, you might feed them some words in the form of questions such as... *"Was it important to you that it increased the resale value of your home? How important is it for your wife to be very happy with a new kitchen?"*

7. Gad – “that troop” / “fortune has come”: There is so much to say here regarding the mindset application in our training program, that you'll love, but the sales process application is very powerful and important as well. Think of the “troop” as other team members whose job it is to enhance the customer experience.

Think of it as onboarding your new customer with your company, your customer service folks, etc., to experience the “fortunes” your company has to offer in the form of your full value proposition.

They paid a sum of money and expect to have good fortune with their buying decision. Don't drop the ball here. Give them an incredible customer experience!

8. Asher – “happy, prosperous”: If you have delivered on your promised value proposition, your new customer will be very happy with their decision and you and your company. It's called, “customer satisfaction”. That is the time to secure a letter of recommendation, a testimonial, even a video of them sharing their experience with you, your company and the value proposition you sold them.

9. Issachar – “reward”: With that sale, comes the long awaited reward, which is not only the financial benefit, but also the satisfaction of knowing you helped someone solve a problem who will gladly give you future referral business. Make sure you gather up those referrals and testimonials instead of leaving them uncollected and unharvested.

After all, when Jesus multiplied the loaves and fishes, did He leave the scraps laying around? No he didn't! Don't you know what a

testimony it was for that boy who gave his sack lunch, to go home with 12 baskets of food?!?!?! Talk about a great referral! (-:

10. Zebulon – “dweller, to exalt or honor”: It’s that flow of future business built on the reputation you developed delivering great value to your customers that will enable you to become a lasting fixture in their world.

I’ve seen great sales organizations, become so embedded in their customers world that it’s like they dwell there. They treat each other with honor and both are exalted in the marketplace.

This “dwelling” or “embedding” inside a customer’s place of business pretty much eliminates the threat from competition because you have built a wall of quality service around that customer that is unassailable by your competition.

11. Joseph – “fruitful vine, increase”: The natural result of the previous ten practices is that you become very fruitful and experience much increase. It comes in the form of repeat business, enhanced market reputation, and easier sales now that you are a trusted resource in the marketplace.

12: Benjamin – “son of the right hand”: This is a position of great authority. Jesus is now seated at “*the right hand of the Father*” (Ephesians 1:20) and all authority has been given to Him. (Matthew 28:18)

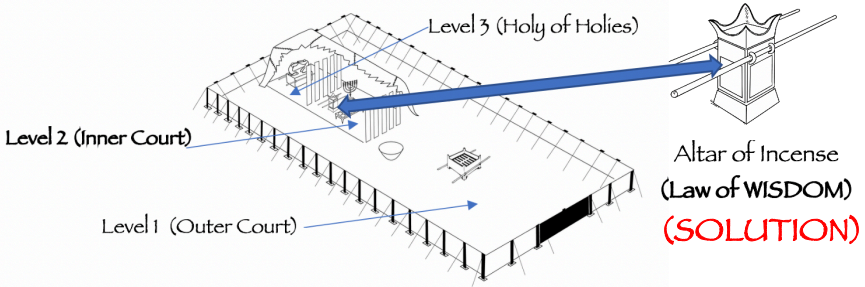
When you have made the previous eleven concepts a practical reality in your market space, you will eventually get to a position of total market dominance and be known as the preeminent supplier. You will be called upon to address the industry and be interviewed by various publications and media outlets.

You will become the leading authority that fulfills the Genesis mandate, “*Be fruitful and multiply; fill the earth and subdue it; have dominion...*” Imagine that! Fulfilling the Genesis mandate by learning and applying the lessons from the names of the twelve sons of Israel (Jacob)!

CHAPTER SIXTEEN

SECRET # 5 - Role of Prayer in JUSTIFICATION

Four Ways To Bring The Buyers Heart To Wisdom



Engage / **A**ssess / **S**olution / **Y**ield (Negotiate) / **C**LOSE

“Teach us to NUMBER our days so that we may present a heart of wisdom” (Psalm 90:12)

Altar of Incense – Law of WISDOM

Now, if you really want to turn PRO, you need to “bring the heart to wisdom” (Psalm 90:12). “Wisdom is the principal thing”. (Proverbs 4:7) That happens at the altar of incense, (the third “force multiplier” in the Inner Court) which, according to Revelation 5:8 represents the prayers of the saints, but I’m going to show you how it applies to sales!

To RECAP, the psychological buying sequence so far, it works like this...

1. **ENGAGE:** In sales, you start your first conversation with a compelling opening statement (value proposition) that opens the CURIOSITY LOOP. This is accomplished best by following the lessons from the seven points of light emanating from the golden lampstand. Once curiosity is aroused, their brain wants to close that loop and that requires investigation.
2. **ASSESS:** In order to satisfy their curiosity, you need to investigate their current needs, wants and desires. Many times,

they don't know what they want. They only know they are hungry for a solution. In many ways, they are like the hungry person standing in front of an open fridge who despite being hungry, doesn't know what to eat.

Your job is to direct or assist in that investigation so as to satisfy their curiosity. You do this best by first doing an assessment of their needs, etc., (See Moses Questioning Strategy in Chapter 22) so you understand why they were curious in the first place and what it is they want.

Your assessment process essentially learns their food preferences and dietary history (metaphorically speaking) so you can make a recommendation for the perfect meal (solution) that will satisfy their hunger.

Sadly, most sales people skip the assessment phase, and the prospect, not moved to desire by the jar of pickles or the leftover rice, simply closes the refrigerator door, and leaves hungry and disappointed.

But if you do a good assessment, learning their likes and dislikes, needs and wants, etc., you are then well able to focus their attention on the best solution for them.

Their initial curiosity as to what's in your fridge (your offer), leads to an investigation on both parts, so you can offer a solution that ultimately gets their mouth-watering and their stomach growling (DESIRE) for your solution.

This investigative process moves the prospect from mere curiosity to the AWAKENING OF DESIRE. This is what the frankincense on the bread accomplishes. It begins the desire process.

3. **SOLUTION:** Once you truly understand what they want or need, you can then present your offer (the bread) in detail. If done well, it INTENSIFIES DESIRE. This is critical because desire has a much stronger pull than mere curiosity. Use curiosity to take them to desire and let desire have its work.

This is so critical because 90% of the buying decision is based on desire. Most sales people skip over this step and move right into left brain, logic oriented details and lose the sale.

Desire seeks fulfillment, but before doing that, your brain often demands JUSTIFICATION. It's the rational side of the brain, not moved by emotion and it's part of your solution.

JUSTIFICATION provides the "go ahead" or approval for what their heart (emotions) desire. They want the new home, the cool car, the big screen TV, the new laptop, etc., but they have a built in need to justify that decision, either to their boss, their spouse or just to themselves.

So strong is the force of desire that it frequently overrides good judgment. Your job as an ethical sales person is to move them from curiosity to a desire that serves their best and true interest and never to use it to enrich yourself at their expense. Then use JUSTIFICATION to solidify the decision that is best for them

Altar of Incense Represents the Prayers of the Saints

It's important to know that prayer doesn't inform God of something He doesn't know. Prayer more than anything, changes you. It gives you the opportunity to crystalize and put into descriptive words, the desires and requests of your heart.

That fact alone, helps you achieve your goals, because when you don't have clarity on your goals and dreams, you can't take decisive action in their direction. But when you are clear, (such as when you know the specific outcome you want with such clarity that it touches your emotions and you can experience it as though it were already done), you are much more likely to see that come to pass.

The altar of incense mixed and burned four different spices that were also salted. These speak to four different attributes we find in prevailing prayer. If prayer doesn't touch you, don't expect it to touch God.

Consider Jesus, “*who, in the days of His flesh, when He had offered up prayers and supplications, with vehement cries and tears to Him who was able to save Him from death and was heard because of His godly fear...*” James, the brother of Jesus said that “*the fervent prayer of a righteous man avails much.*” (James 5:16)

Our prayer life is so important in our daily business lives and praying like it matters is essential. It certainly doesn't always have to have a strong emotional display, but it needs to always be heartfelt and sincere. One of the most rewarded and important things to pray for, is WISDOM.

I have relied on the strength and wisdom I received in prayer to help me negotiate terms, close sales and win folks to Christ. Fortunately, God doesn't just have wisdom, He is Wisdom! Solomon was richly rewarded because he asked for wisdom instead of riches when he prayed to the Lord.

Prayer is more than speaking to God. It must also be the Lord speaking to you. And when He speaks, He releases wisdom. It is the principal thing.

There are many things my heart desires, but in prayer, I want to bring my heart to wisdom. Maybe the desire is good, but the timing is wrong. Maybe the desire is good, but the motive is not. (James 4:3).

It is in my prayer time, that I want to bring my heart to wisdom. I want to submit my desires to wisdom. Let wisdom have the preeminence in my decision.

Similarly, I want to bring the heart of my prospects to wisdom. When you examine the 4 ingredients that made up the incense, you find four clues to help you bring your client or prospect to a place of wisdom.

Think of this step as the logical JUSTIFICATION of what their heart desires. Without justification, the sale can easily fall apart under scrutiny. The mind always justifies what the heart desires. Part of your role is to provide them with legitimate justification.

With those four ingredients which were mixed together in equal portion, there was always some salt added. It had the role of preserving the integrity and stability of the ingredients. It has been used in covenants for millennia to symbolize lasting agreement and harmony between people or groups.

For example, the first ingredient was something called Galbanum. Its name means *“fat or finest, richest or choice part”*. Those words carry economic meaning. So, when you have won the heart, one of the four things you want to accomplish to really tie it down, is making the economic case for your product or service.

Galbanum will make the left brain, common sense, economic case. It will provide legitimate value justification and demonstrate the wisdom of your value proposition.

It's very left brain and logical. It's the legitimate value justification in financial terms. Notice also that Psalm 90:12 starts off with *“teach us to NUMBER our days so that we may present a heart of wisdom”* (Berean Study Bible). Numbers clarify and they are great for securing or concretizing a decision.

Think of it this way; you have demonstrated your “ethos” or *“moral character”* through Step 1 of the Inner Court. This gives you moral authority which greatly impacts your ability to persuade. You then introduced “pathos” into the process, which is *“the ability to touch the feelings of the heart, to move people emotionally”* and create DESIRE.

For example, back in the mid '90's I had a Grand Prix and a Mercedes 190. Both were owned outright and neither were new. I was quite happy with them and usually drove the Mercedes.

One day I had an appointment with the president of a company that had two sales divisions. One had about 200 sales people and the other had over 4000. We were meeting to discuss the possibility of me being their keynote speaker at their upcoming annual conference. On that particular day, I drove the older Grand Prix because the Mercedes was in the shop for service. When I finished what I thought was a great meeting with the company president, he insisted on

walking me out to my car. I tried to shake him off, but he insisted. Once he saw that the car I was driving was not impressive, he never returned my call again.

So even though I didn't need a fancy car to feel good about myself, I realized that prospects sometimes need to know I am doing well so *they can feel good* about doing business with me.

The very next day, I went to the Lincoln dealership and leased a brand new "black tie" edition of their Town Car. It even had a built-in phone in the arm rest, back before most people had cell phones.

I then proceeded to set up three new appointments and I insisted on taking each one out to lunch in my new car. They were impressed with its newness and luxury features. It totally changed their perception of me.

I could have had that car all along but didn't feel the need for it – until I lost a sale for not "looking the part". That's when I realized the fancy car was part of the "uniform" my prospects and clients expected me to wear.

Justifying the acquisition of the brand spanking new Lincoln Town Car in 1994 was easy. The "logos" ("logic") was obvious and the decision easy. Those three new prospects I took out for lunch in that car, all signed up with me and I was booked solid for the next full year. When it comes to your proposition, how can *you* legitimately provide cost justification?

My father was the best salesman I ever knew. He exuded integrity, walked in total honesty and always looked out for the customer's best interest. He was also, always the top salesman wherever he worked and became the Canadian National Sales Manager for Brunswick of Canada, manufacturers of billiard tables and bowling alley equipment.

I asked him the secret to his success over his long and storied sales career. He told me that if he could show his prospects the financial advantage or cost justification for his product, he usually got the sale. That's the "galbanum effect"! It's the logical, economic justification that brings the heart's desire in line with wisdom.

A second ingredient was something called “*stacte*”. It was gathered by making a deep gash in the side of a particular tree, resulting in what looked like “tears” slowly dripping down the side of the tree. With respect to prayer, this speaks of passionate, heartfelt prayer.

With respect to sales, the deep gash and resulting tears, speak of PAIN, which is the biggest reason people buy... They want to get out of pain. The pain of a car that breaks down, the pain of a house that is too old, too small, too far out of town, the pain of failure, etc.

You need to bring the wisdom that satisfies this pain. The prospect has got to see that your solution will truly alleviate their pain. And at this point, your solution must be in concrete, measurable terms if possible.

For example, I recently saw a billboard for an air conditioning company that promised they would be onsite within 2 hours or you don't pay! A pain relief cream (Australian Dream) promises if after using the whole jar of pain relief cream, you're still not satisfied, you can return the empty jar for a full refund. That's concrete!

The third ingredient was something called “*onycha*”. The original Hebrew word meant to “*roar as a lion, peeling off with a concussion of sound*” with the idea of bringing deliverance, and is related to another translation which refers to a “*process, to drop or distill*”. The prayer application is one of intensity to bring about deliverance, while recognizing it may be a process.

The sales application in its simplest form addresses how your offer brings about deliverance. What is your step-by-step process to arrive at that deliverance? What does deliverance look like and how do you get them there? The more precise and measurable, the more it satisfies the requirements of wisdom.

Lastly, there was frankincense (or “*olibanum*” as it was known among the Arabian civilizations for at least 5000 years) stands for purity and whiteness. It had the same status and value as that of gold. Gold speaks of divinity. Prayer is communion with the Divine (God).

With respect to sales, the whiteness or purity speaks to motive. James 3:17 gives the first or principal attribute of wisdom as being “pure”. The logic or rationale you bring to bear on your prospect needs to come from a place of pure motive.

It is easy to use facts and figures to confuse, obfuscate or even deceive someone. Godly wisdom will use data to provide clarity for the prospect so they can make an informed decision in their best interest.

But don’t forget, those four ingredients were always mixed with SALT which has been used for thousands of years in the signing of covenants as a symbol of agreement and harmony.

The role of salt metaphorically speaking, is to bring the heart (right brain DESIRES) and wisdom (left brain JUSTIFICATION) into agreement. In other words, if you can get the prospect to DESIRE what you have AND you can logically JUSTIFY that economically or by the other means I haven’t gotten into yet, you will almost certainly get the sale!

If you only address the right brain, you generate excitement for your product or service, but if that decision is challenged later by a friend, spouse, coworker, etc., it may come undone. If you only address the left brain side of the sale, you won’t generate much enthusiasm for what you have to offer.

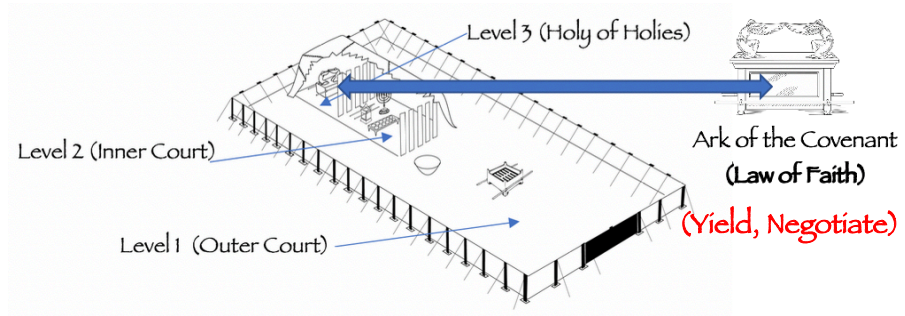
You need both to really excel and the Inner Court shows you the way, the path, the science if you will, that makes it easy for the right prospect presented with the right proposal to make a favorable buying decision. That’s what you really want, isn’t it?

Lastly, I used to carry 3 X 5 cards in my shirt pocket with the names of prospects and details of the deals I was working on. I would stop by a river on the way to work and pray for them individually. I would also ask for wisdom on how to proceed. When calling on a prospect, I would usually pray in the parking lot for wisdom, guidance and assistance. I cannot overstate the importance of the role of the altar of incense (prayer). I urge you to do the same.

CHAPTER SEVENTEEN

SECRET # 6 – The Law of FAITH

Fulfillment Comes By Faith



Engage / **A**ssess / **S**olution / **Y**ield (Negotiate) / **C**LOSE

“But imitate those who through faith and patience inherit the promises.” (Hebrews 6:12)

The Ark of the Covenant – Law of FAITH

If you think about it, the Ark contained the basic elements of a transaction. It had the tablets of the law (God’s contract), Aaron’s rod that budded which is a type of the Holy Spirit (God’s earnest deposit and the guarantee of fulfillment – see Ephesians 1:14 and 2 Corinthians 1:22) and manna (God’s tangible provision).

In business, the ark of the covenant speaks of the negotiation process where the contract terms, deposit amount and items given in exchange are all part of the NEGOTIATION phase. It typically involves a give and take process where parties YIELD on some points in exchange for concessions on the part of the other party.

The best model for negotiating I have ever seen or read is found at the hand of the Apostle Paul in the book of Philemon and broken down in great detail in Chapter 24 of this book.

As incredibly valuable as the Negotiating Secrets of the Apostle Paul are, it's still true that without faith, it is impossible to please God (Heb 11:6) or move mountains. (Mark 11:22 – 23)

To see the Ark of the Covenant, the priest would enter the Holy of Holies which I often refer to as Level Three. Level One (Outer Court) and Level Two (Inner Court) speak of the 30 and 60 fold increase, but Level Three is all about the 100 fold increase (metaphorically speaking - but can be literal).

That room had no daylight. It had no candlelight. It was illuminated supernaturally by the presence of God, what was known as the “*shekinah glory*” of God. This is where we see what some would call, the supernatural provision of God.

Others would call them miracles. I think of it as the realm where we get to see and operate in God's higher laws. Principal among them are the laws of faith and grace.

It is the place where God extends His grace, and works His power on your behalf. Indeed, the Scripture says, “*Let us therefore come boldly to the **throne of grace**, that we may obtain mercy and find grace to help in time of need.*”

It's beyond the sign posts in the outer court. It's beyond the instructors of the inner court, and into the very presence of God. No longer the shadow, but the substance which casts the shadow.

No longer the river, but the fountain head which spawns the river. No longer the wind, but the very breath of God that moves the wind. I want that... How about you?

The Holy of Holies (Level Three) models for us the final two phases of the buying process and it does so in stunning fashion. But like all good mysteries, it's hidden from plain site to reward those who diligently seek its wisdom.

In that Holy of Holies, where the path ends, we find...

1. The tablets of the law. This speaks of the rule and instruction of God in our heart. *“Thy word have **I hid in my heart** that I might not sin against thee.”* (Psalm 119:11) *“I will put My law in their inward parts, and write it in their hearts;”* (Jeremiah 31:33)
2. Some of the manna God fed the Israelites with in the wilderness. What do you do with food? You put it in your mouth! Manna is a type of the word of God, so this speaks of putting the Word of God in our mouth and in our heart. *“To **him that overcomes** will I give to eat of the **hidden manna**”* (Revelation 2:17)

In fact, Romans 10:8 says, *“The word is near thee, **even in your mouth**, and in your heart, that is, the word of faith, which we preach.”*

3. Aaron’s rod that miraculously budded. This was Aaron’s walking stick cut out of an almond tree. It was a symbol of authority. The leaders of the twelve tribes all had one. One night to settle a dispute, all the leader’s rods were put in a tent with the request that God would cause the true leader’s rod to come back to life.

In the morning, Aaron’s dead rod had miraculously come to life, budded, blossomed and produced fruit. This speaks of the regeneration power of the Holy Spirit.

Romans 8:11 says it was God’s Spirit that raised Jesus from the dead and that Spirit **now dwells in us** who believe. Jesus promised in John 7:38, that **out of our bellies** would flow rivers of living water, which was also symbolic of the Holy Spirit.

So, with the law (instruction) of God **in our heart**, the Spirit of God **in our belly** and the Word of God **in our mouth**, we are locked and loaded to walk in faith.

Now, I call this the Law of Faith because the power of God is released only by faith, and *“faith is the **substance** of things hoped for, the*

evidence of things not seen.” (Hebrews 11:1) *“Faith comes by hearing the message, and the message is heard through the word about Christ.”* (Romans 10:17 NIV)

So we find here in the Law of Faith, that *“without faith it is impossible to please God”*, (Hebrews 11:6), but *“if you can believe, all things are possible to them who believe.”* Mark 9:23.

It is this very Law of Faith that gives us the power to enter the realm of the 100-fold return. The 100-fold return can apply to finances, but it can apply to anything.

Miracle working faith is not some mysterious secret. It is merely a higher law that Jesus demonstrated hundreds of times. When Jesus multiplied the loaves and fishes, He was just functioning in higher laws and he had His disciples participate and learn from that experience. The bread and fishes were actually multiplied as the disciples handed them out.

He did the same thing with miracles of healing. He was demonstrating by example, how any believer could do the same and even more. He was in effect, teaching them higher laws. He wasn't performing “deity tricks”!

Going back to the psychological buying process for a minute, you might recall that in the Inner Court, we created INTEREST, generated DESIRE and provided JUSTIFICATION. At that point in the sale, many folks simply want to know if they're getting a good deal.

That's when they begin to test your price and your terms. It's not so much about getting a better deal. It's more often than not, to find out if they've gotten the best deal you're going to offer. This gets us into the NEGOTIATING phase which we cover in detail in chapter 24.

Level 3 is the most amazing and powerful level of all. In it are the last two of the seven “force multipliers”.

The first two force multipliers (character and competence) in the Outer Court on Level One are like milk. They are nourishing and helpful. Something to get us started in life. Success on Level One

depends on your self-effort. The currency you expend is earthly wisdom (James 3:15) and sweat.

The next three force multipliers in the Inner Court on Level Two are like bread (creating curiosity, desire & bringing the heart to wisdom). They are much more substantive and more nourishing than the milk of Level 1.

Success on Level Two depends on God helping your effort by supplying wisdom, knowledge and understanding. The currency you expend is Godly wisdom (James 3:17) and sweat (effort).

But these last two force multipliers in Level Three, are the meat. It makes the meal complete. It also gives you the protein necessary to build spiritual muscle and strengthen you for the battles in life.

When you learn how to access these last two “force multipliers”, you will never be in lack or fear another day.

Your success on Level Three is built on faith and “*faith without works is dead*”. (James 2:17) The currency you expend here to obtain the promise is faith and patience. “*Imitate those who through faith and patience inherit the promises*”. (Hebrews 6:12)

Although I have many examples of this in my sales and business career, one of my favorite examples took place in 1986...

When I first started selling copiers in Nashville, I asked God to help me arrive at a good goal for my first full month in sales. I wanted it to be high enough to grab my employer’s attention but within range of what I could believe was possible.

I know “*all things are possible*”, but there is a caveat... It says, “*to him who believes.*”

In theory, I believe I can walk on water, but in practice, I’m just not there yet. Make sense?

Seeing as how they told me that they expected no sales my first month, two my second month, and only four per month once I got up

and running, I thought ten would be an impressive number for my first full month. Bear in mind, that the sales cycle averages around 30 days from discovery of an opportunity to a close.

On the last day of the month, on the way in to work I had a blowout on my front tire. No big deal, but it did delay my arrival by a couple of hours getting into the office.

When I arrived, I already had eight sales under my belt for the month with one sale I was hoping to close that day.

Unfortunately there was a message from that prospect telling me he had made his final decision and he not only didn't want to buy at this time, but he specifically requested that I don't call him back.

By 2:00 that afternoon, with only three hours remaining in the business day I still needed two more sales to reach my goal and I thought I would call someone to bring them up to speed on my goal.

When I mentioned that I still had to find two prospects, in three hours and turn them into happy customers before the close of business, they began to "encourage" me by reminding me that I had already sold eight copiers that month and nobody had ever done that in their first month with that firm and I didn't need to put that kind of pressure on myself, etc.

I interrupted them mid-stream and informed them that I couldn't allow them to talk to me like that anymore. I couldn't allow their words to penetrate my heart. I still believed that somehow I could sell two more copiers in the next three hours even though I didn't have any prospects.

I couldn't allow their well-meaning words of encouragement to cause me to relax my grip and my focus on the goal. I couldn't afford to consider the reasons I should be satisfied with what had already been accomplished.

I had to "consider not" (Romans 4:19) all the very sound and logical reasons that indicated how unreasonable it was to even think about reaching that goal.

But I wasn't into being reasonable. I believed God and I were jointly working on that goal and I wasn't about to give up on it. That fat lady might have been warming up in the choir loft but she hadn't stepped up to the microphone to sing yet!

I actually hung-up on them as nicely as I knew how and hoped they would understand. A few minutes later, a man driving by our office saw the sign on our building and pulled in to inquire about purchasing a used copier.

He informed me that he wouldn't be buying for several months but wanted to get an idea of what the investment might be. After learning about his needs, I brought him over to a good used copier which he felt perfectly met his requirements, though it had over 300,000 copies on it.

I asked him if he would be interested in the exact same model for the exact same price but with only one tenth of the usage and he answered in the affirmative. I called the prospect (a CPA) that had left me a message that day not to call him. (Sometimes you just have to take a chance.)

I told him that I had a customer in our office that wanted to buy the same kind of copier that he had presently, and I was wondering if he wanted me to have this customer make the check payable to him or to us.

Essentially, I was offering to sell his used copier for him at retail price, and he asked me to bring the buyer over. When we arrived, the customer I brought with me agreed to purchase his copier, which of course left the CPA with none, so he purchased one from me on the spot.

Two sales in three hours. Call it a miracle. Call it a coincidence. Call it ingenuity. Call it what you want. I know it wouldn't have happened if I had considered the reasons why it shouldn't have happened.

At the time, I believed God looked down on the whole scene, honored my faith, maybe even smiled at my optimism, then out of His grace and kindness sent me the assistance I needed to reach the goal.

But as I've grown in my walk with God, I've come to understand that what happened was really just the way that faith works. You believe it in your heart – not merely intellectually.

You declare it with your words, not to convince yourself, but rather to release the potency of conviction (faith) into the earth realm from a heart that is fully convinced. Then you merely line up your actions according to your expectation.

There is no wavering, no halting between two opinions. No “hoping” that it will work out - only a knowing that it will work out.

People get the Biblical concept of hope, which is a confident expectation, mixed up with what might be called, “worldly” hope. The person with “worldly” hope buys a lottery ticket and “hopes” they win.

They “hope” their favorite sports team makes it to the playoffs. They “hope” they get the loan, the job, the promotion, the girl, but none of those are confident expectations. At best they are fanciful wishes, fluffy clouds passing over head on a sunny day.

They make you feel good, when you come under their temporary shade, but they drop no rain, and in the end, your soul is more parched for having “hoped” than it would have been, had you never entertained the fantasy.

That month I combined human effort (Level One) with Godly wisdom (Level Two) and then at the end of the month, moved to Level Three and found the currency of faith, which I spent fully on accomplishing in 3 hours, what they thought would take 60 days to accomplish!

And yes, the company was suitably impressed and it gave me the platform to glorify God in a credible way.

I share so many examples from my life because it's the only life I have and I know that once you see someone else successfully walk something out, it becomes easier to see yourself doing the same thing.

I'm sure you're familiar with the Roger Bannister story. He's the fellow in 1954 who first broke the 4 minute mile. It has since been broken over 1400 times and his record setting pace beaten by almost 17 more seconds!

In a very real sense as a Christian you're taking the Ark of the Covenant with you into the marketplace. By that I mean, you are governed by God's laws (instructions) in your heart, you carry God's truth (word) in your mouth and your very life is animated by God's Spirit in your belly!

What the Ark of the Covenant contained and how that can impact your business, may seem unbelievable at first. But friend, this is where you take God's presence and power back out into the marketplace and change the world!

Think of it.

You go on calls, enter business meetings and negotiate deals with the mind of Christ. The Holy Spirit is with you to guide, forewarn and direct you.

When I share what I have learned at Level Three, some of you may discount it. Others may doubt, but I would be dishonest if I held back the truth for the sake of being accepted by man.

I remember one time in the County Clerk's office. I was there with my boss trying to close a sale after having our equipment on trial in their office. It seemed that no matter what we said, there was an unusual resistance to our words. We were getting nowhere. The buyer seemed both troubled and distracted but I didn't know why.

I stepped out of the meeting without offering any explanation and went into a vacant room to pray discreetly but fervently while my boss carried on the conversation. Within a couple minutes, he came rushing in and in exacerbated fashion, asked me what I was doing!

I said, "*I'm praying!*". Somewhat startled by that response, he nevertheless said, "*Well get back in here. He's changed his mind and wants to do the deal, but I don't know what the numbers are!*" I went

back in, reviewed the numbers and walked out with a signed contract and payment all the while with the competitor standing outside the door trying to prevent it.

I could tell you countless times in parking lots, hallways, private offices, public seminars, etc., where God moved in by His power and swept men and women into His kingdom.

If you've ever desired to make an eternal difference in the lives of others and yet you feel called to the business arena, you will love learning about and living in Level 3!

In this book, you will read numerous examples of the Law of Faith where what looked like miracles occurred. In point of fact, they were just God's higher laws at work and I was functioning in them without realizing it. You see, as my friend Jim Richards often says, "*the spiritual laws of God work for the believing person, not the deserving person*".

That means they will work for anyone who will believe, regardless of whether they did everything else right in their life. That's why you see so many folks who don't know the Lord but still succeed. They are operating in one or more of these laws and they work, just like gravity works for anyone and everyone regardless of how they lived up until that time.

Let me close with this story... Before my wife of 24 years passed away, we were in California mixing business with vacation. While on the vacation part, we were staying in Carmel By The Sea, (a beautiful town overlooking the rugged Pacific Ocean coastline). It was the last day of our time in California before driving to a small town in Oregon where I was putting on a public sales seminar.

Two things were on my mind as I was preparing to pack up from the hotel room and head inland to Grants Pass, OR. The first was the fact that we had wanted to see a whale and had spent quite a bit of time, on the coastline looking out to sea with that hope, but to no avail.

The other thing on my mind was that I was only two days away from the seminar and I only had roughly 20 folks registered and because

the seminar was free, I was doubtful that book and CD sales would be sufficient to cover costs.

As I stood looking out the balcony window one last, longing time, to spot a whale if I could, the Lord spoke to me. For some of you that might sound strange, but He does like to speak. It is us who are hesitant to hear. He asked me a question... *“Do you think it’s too difficult for ME to summons the creatures of the deep?”*

I knew this was a loaded question, but I knew the answer so I nervously answered, *“No Sir”*. Then He asked, *“Do you think it’s too difficult for ME to meet your needs out of a small group in Grants Pass?”* Again I answered, sheepishly, *“No Sir”*.

No sooner had I answered when several days of wanting to see a whale ended in dramatic fashion. Two whales surfaced as close to shore as they could, spouting their spouts and parading past the hotel window. What an incredible sight!

Some might call that a coincidence, but those who would be mentioned in Psalm 53:1 *“The fool has said in his heart, ‘There is no God.’”*

I knew at that moment that our small event in Grants Pass would be more than covered financially. I went there in full faith, full substance, knowing that everything was going to be ok.

Then, the unprecedented happened, not only did registrations increase by fivefold, but for the one and only time in the seminar business, we had more people attend than register – by a factor of 20%!

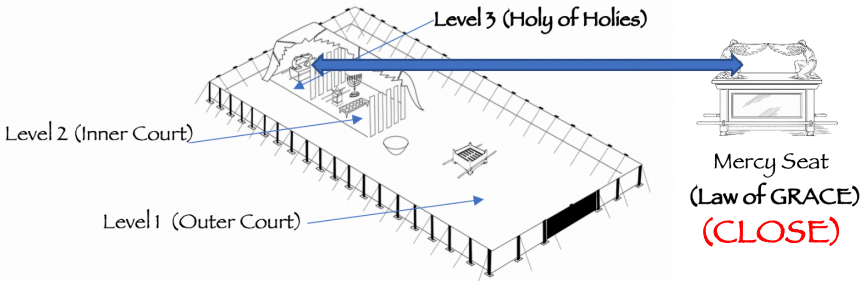
For those of you who don’t know, the show up rate for a free seminar is well under 50%, and we were at 120%!

It’s amazing what can happen when you learn how to apply the Law of Faith! This more than any other law will multiply your results like nothing else I know.

You will have to learn how to persuade your heart and not give heed to all the reasons things won’t work out. (Romans 4:19-21)

CHAPTER EIGHTEEN

SECRET # 7 – Law of Grace Fulfillment Seeks Permanency



Engage / **A**ssess / **S**olution / **Y**ield (Negotiate) / **C**LOSE

*“Be clothed with humility, for ‘God resists the proud,
But gives grace to the humble’” (1 Peter 5:5)*

The Mercy Seat – Law of GRACE

When the priest would have made his way through the thick, multi-layered veil between the Holy Place (Inner Court) and the Holy of Holies where the Ark of the Covenant was, his eyes would have immediately fallen on the Mercy Seat covering the Ark of the Covenant, which resembled a throne.

This Holy of Holies place was a room entered but once a year to offer the blood of the sacrifice upon the Mercy Seat that covered the Ark of the Covenant.

It was there that the matter of sin was settled and sealed (CLOSED) with the blood of the sacrifice. The sprinkling of blood represents a number of things, perhaps chief among them is the **confirmation of a covenant** (Exodus 24). The covenant was confirmed in blood, where we likely get the expression, “signed in blood”.

When that is done, the deal is closed, settled, finished. It was for the purpose of atonement. In the Old Testament, it satisfied the debt of

sin for a year. When Christ offered His blood there, it was once for all and by it obtained eternal (that's permanence) redemption. (Heb 9:12) Our debt was forever settled! Christ will never be crucified again. In His own Words, "IT IS FINISHED". It's our choice as to whether we accept that or try to pay the debt ourselves by being "a good person" and "doing good works". That of course cannot and does not work, nor will it ever!

There is great security in understanding the finished work of Christ. He is not going to change His mind about you. He is not going to retract His gift of salvation. The Mercy Seat represents permanence, but that permanence we receive from God is 100% by His grace through faith.

It is natural for us to seek permanence once we have tasted of the life God gives. Aren't you glad that God is not fickle or moody? When you sign a contract in business, that indicates permanence (for the life of that contract) and permanence is the end goal of the buying sequence.

But to only consider the business application of this would be to miss out on the very best part – the grace of God cascading over your life like a never ending waterfall.

Grace is defined as "*favor, merciful kindness, the divine influence upon the heart*". Now tell me... When you're out in the marketplace, don't you want to experience God's favor and his merciful kindness?

Think of it... When you have favor, you have an advantage. Let's say your father owned a print shop and you sold ink for an ink supplier, don't you think your father would show favor and buy from you over your competitor?

If you are in a competitive situation, wouldn't you want to have "favor" working to your advantage? I certainly would!

God has always wanted to extend His mercy to us. And with His mercy, comes His great help, which I have experienced in dramatic fashion on numerous occasions.

How to access this place of grace to receive help in your business, is not something you will learn in your typical sales training or business startup seminars. This is truly meaty. And you don't need meat if you're not attempting something big.

The key to receiving grace (God's assistance) is being clothed in humility for God GIVES grace (favor and merciful kindness) to those who are clothed in humility. (1 Peter 5:5)

Humility is the absence of pretense. Humility is where you are small in your own eyes, not thinking too highly of yourself. In 1 Samuel 15, we learn that it was when Saul was "little" in his own eyes, that he was chosen to be the head of the tribes of Israel and the Lord anointed him to be king over Israel.

The key to his promotion was his humility. The key to his downfall later was the pride he developed. Scripture says, "*before honor, is humility*" and "*pride goes before destruction.*" Saul experienced both!

Here's a question for you...

Let's say you were putting on a seminar half way across the country. You needed about 200 attendees to break even. Three days before the event, you only had half that many and your ads had quit running.

What would you do?

What great idea would you come up with to get you to break even or beyond? Think about that before you read on.

I thought about having my staff call every registrant and offer them a gift if they brought a friend. I thought about buying more radio time, but that wasn't pulling enough.

Instead, I went "all in" with Level 3 and consciously came before the Throne of Grace. Here's how I did that...

I went into my office, closed the door, and began playing deeply moving worship music from a new CD I had. I laid prostrate on the

floor and began worshipping God and got lost in His presence. This was not my normal routine, but for me, it was like going into a secure place, a strong tower, and leaving all my worries behind.

I spent the entire morning and into the early afternoon, just worshipping, praying, reading Scripture, turning the outcome over to God. I recognized that my best efforts had yielded little, and I knew I needed His FAVOR and MERCIFUL KINDNESS.

To the casual observer, this makes no sense. You see, we're so conditioned to trying to be rainmakers, that we have no idea what it means to "*follow the cloud and be a rain catcher instead*". Around 2 PM, I checked my email for the first time.

Something very strange had happened. My inbox was filling up with registrations. At first, I thought someone had registered and hit the "submit" button over and over again, creating multiple registrations for the same person. But that wasn't the case.

What had happened was the mayor, whose name I didn't even know, had heard about my seminar and sent out a fax blast to businesses all over town.

My registrations doubled in a day and had tripled within a couple more days! God had done it. All I did, was go to the Throne of Grace, to obtain mercy and find help in my time of need, and indeed I found massive help that I did not earn, nor was it dependent upon my effort!

I strongly encourage you to do the same.

SECTION III

BIBLICAL
STRATEGIES
FOR SALES

CHAPTER NINETEEN

High Probability Selling Lessons From The Parable Of The Sower

“Listen! Behold, a sower went out to sow...”
(Mark 4:3 – 9)

Precept # 2: The parable of the sower will help you identify high probability buyers.

Have you ever wondered why some sales people seem to be able to spend more time doing what they enjoy and still manage to write more business than you? It may be because they are practicing “**high probability selling**”.

This is where you spend more and more of your time on fewer, better qualified opportunities, delivering more value to your clients and in the process reaping a strong base of referrals.

Have you ever wished that you would only have to call on those people who were going to buy? Think of how much more effective you could be! But it doesn’t work that way.

There’s something we learn about God and life in the struggle of it all that builds character if we let it. However we can greatly improve our effectiveness by learning from the parable of the sower.

In that parable, we find that just under twenty percent of the seed yielded just over eighty percent of the return. What did the nearly twenty percent of the seed have in common?

They were all planted in good soil. If you want to have outstanding success in sales, you must learn to identify good soil and focus on planting your seed there!

Learn a lesson from the parable of the sower ... *“Then He spoke many things to them in parables, saying: ‘Behold, a sower went out to sow...”* (Matthew 13:2) In this parable, we see the seeds of the

gospel being dispersed onto four different types of soil. Each type or condition of soil yielded a different result.

The parallel to the business arena is simple. We all have a message we want to plant in the hearts and minds of prospective customers that will bring forth a good return for our effort.

In this parable, the gospel is shared with everyone, but in business, we can focus our efforts on the kind of soil that will yield the best results.

Assuming that all soil conditions received the same amount of seed, we find that 84% of the harvest came from approximately 17% of the effort (60 and 100 fold), while the remaining 16% of the harvest came from the other 83% of the effort.

Think about that! The effort that went into sowing on hard, stony or thorny ground was a complete waste. 25% of the effort was on good ground and just two thirds of that effort produced the 60 and 100 fold return! So not only was 17% of the effort productive, but it was HIGHLY productive!

I did not know this when I was young in sales. When I sold copiers, I called on every business in town. That's how I was trained! My boss would ride with me and point out various companies as we drove by and ask, "*Did you call on them yet?*"

Until and unless I could convince him that absolutely every rock had been turned over, there was no chance my sales territory would be enlarged.

But there was this one guy, Loren, who consistently outsold everyone in the company, by a good measure. The guy in second place was quite successful, but not close to Loren. He took me out to work with him one day and told me to bring some casual clothes.

His territory was the lush Fraser Valley of British Columbia, nestled between distant mountain ranges, flowing with streams and rivers that were teeming with fish. Half way through the day, he pulled over his mobile office and told me to get changed. I then followed him into the woods to one of his favorite fishing spots and we fished!

“This is how you work?!?!?!?” I was astonished. Not only did he make a point of enjoying his job in the rural countryside, but he also owned a recording studio, and was a member of the local school board.

He never came into the office in the morning. He was usually at home having coffee and toast while the rest of the sales team was dutifully clocked in at the office!

Our boss chastised him regularly for not being a conformist but couldn't get too strict because his results were pure gold. One of his reasons for success was that he focused almost exclusively on good ground opportunities.

He rarely cold called, but if he did, it was usually on a municipality, school board or large business of some kind with sizeable potential. He also had tremendous referral business.

He worked far less on selling copiers than anyone but produced far more results. I just thought he was some kind of an anomaly that was unduplicatable, but as I learned later in life, it was absolutely duplicatable.

Before I discovered the pattern of the parable of the sower for sales, I unconsciously began down that path by purposing to only try to sell to someone with a real need that I could satisfy.

I used good questions to weed out the lesser opportunities and that helped me to close 22 out of 22 sales presentations in my first 90 days selling copiers when I first moved to Tennessee.

By only making presentations to high probability prospects, I was able to spend more time working on those sales opportunities and give them my full and undivided attention.

Some years later I discovered how to refine my sales approach by modeling it after the parable of the sower. In that parable, the gospel is shared with everyone, but in business, we can focus our efforts on

the kind of soil that will yield the best results. But first, we must identify where not to spend our time.

Hard Ground (Wayside)

Avoid the obvious: *“Behold a sower went out to sow. And as he sowed, **some seed fell by the wayside**; and the birds came and devoured them.”* (Matthew 13:3, 4) The wayside was the pathway people walked on. It required little effort to drop seed there. It’s not the place to sow your seed.

People on the “wayside” are no more ready to buy your product than fly to the moon. They either have no need whatsoever for your product or service or they truly have no financial means and no intention of finding those means. You already know their profile. Don’t invest your time there.

Many sales people spend significant amounts of time with “wayside” prospects because they’re convenient or nice or because they’re looking for some names to add to their call report. Regardless of the reason, the results are always dismal. Identify the “wayside” prospects you’re calling on and remove them from your priority list.

Stony Ground

The second group are the “stony ground” prospects. This is where you eliminate the fickle. *“**Some fell on stony places**, where they did not have much earth; and they immediately sprang up because they had no depth of earth. But when the sun was up they were scorched, and because they had no root they withered away.”* (Matthew 13:5, 6)

The “stony ground” prospects meet your criteria and look good on the surface. They act interested but refuse to commit. They have their reasons for not buying, but they may be hidden.

Maybe someone said, *“It costs how much!?!?!”* or in some other way challenged them. They liked the idea but their interest is shallow. You can recognize them on the first call because you were unable to find any real pain. They express interest in your solution without having first admitted their pain. They’re nice folks but they won’t come through with the commitment.

When they reveal their pain, ask them what they've tried in the past. You might find that they would rather complain than take action. They might talk a good talk, but their history shows they are fickle. They can still be sold, but you may wish you didn't!

They will listen to your "pitch" or even ask for a quote but won't return your calls when you try to get a decision. Before you plant your seed (make your presentation) with these folks you must remove the stones (uncover their hidden reasons for not buying) and expose their pain (the reasons they should buy).

If you present your solution before uncovering and removing the stones, you will leave with a false impression that a real opportunity exists when in fact, it will wither under scrutiny. Identify any "stony ground" prospects you have and find their real needs or move on.

We've all made sales in stony ground. They're usually the ones who take the longest to make a decision, fight you the most on price and are the quickest to complain about the smallest thing. There are some customers you are truly better off, not having!

One of my clients had about 1000 customers like that. They would spend on average about \$200 per year, but it cost all of that and more, just to serve them. I suggested they bump their minimum fee to \$500, which they did. All but one or two stayed with them, but now they were profitable for my client, which made them better ground.

Thorny Ground

The third group are the "thorny ground" prospects. At a minimum, clear out the weeds or don't plant your seed! *"And some fell among thorns, and the thorns sprang up and choked them."* (Matthew 13:7)

We learn later in the parable that the thorns represent the cares of this world and deceitfulness of riches. Prospects caught up in the cares of this world are always in a crisis and are looking for a quick fix. Because of their being deceived by riches, they believe that the lowest price is the best.

They're looking for cheap, not for value. They will admit to pain during the interview process but will hesitate to commit due to their

other pressing urgencies and a “tight” budget. You’ve got to get their mind out of the weeds if you’re going to succeed in your presentation. Don’t plant your seed in thorny ground. You won’t like the results!

You won’t usually know a prospect is choked by weeds until you get into the selling process. Watch to see if they’re very distracted. Are they dealing with several “fires” at the moment? If they are, your chances of succeeding are diminished. You must lead them with questioning to focus on the need that your solution solves.

If you can’t bring that into focus and importance, you’ll have a hard time getting conviction from the prospect. Without conviction, they will be more aggressive on pricing issues and work you for a lower price.

You might get the sale but with such low margins you might wish you hadn’t. In cases like this, it’s often better to let your competitors fight over the scraps while you move on to better territory.

I’ve made plenty of sales in thorny ground as well. It’s a lot more work usually, and not as rewarding, but it certainly can be done. Good luck trying to get a referral from them, not because they’re not happy, but rather because they’re too busy for that!

Good Ground

“But others fell on good ground and yielded a crop: some a hundredfold, some sixty, some thirty.” (Matthew 13:8) Good ground prospects are the ones who have genuine need, are willing to admit it when shown and are prepared to take action if and when a reasonable plan is offered to them.

It would be nice to only call on this kind of prospect, but that’s wishful thinking. The right kind of marketing can definitely improve the quality of prospects that “raise their hand” for help, but absent that, you can choose to only present your solution to good ground prospects. Here’s how...

Identify the 20% of the customers who give you 80% of your business. What do they look like? Are they the same as the ones who give you 80% of your profit? Develop a profile for “good ground”

prospects. Include things they have in common such as financial strength, type of business, geographic location (if relevant), what triggered their need, etc.

What was it about your product that uniquely satisfied their need above your competitor? Develop a strategy to target those customers first with a message that addresses their highest common need with your highest perceived value.

Never waste your time presenting your solution to the first three kinds of prospects. Oh, it's true you might make a sale every once in a while if you do, but while you're working in that field, the smarter sales reps are working the good ground and selling at a much higher rate.

As much as possible, only present your solution to a prospect where you see the need, they see the need and the solution you have makes sense and is obtainable for the prospect.

There is a very popular reality TV show called, GOLD RUSH. It follows several different gold mining operations, mostly up in the Klondike area, but also in other parts of the world. They are always looking for "pay dirt".

They can work any type of ground and in most cases find some gold, but they're really only profitable when they find some good ground with a lot of "pay" in it. Once they find that, they work only that! Same thing works in sales!

Another view of this same topic is to identify out of your group of "good ground" prospects, the twenty percent of them who make up eighty percent of your business. Experienced sales reps know it can take twice as long to make a thousand dollar sale to a small sized customer than it does to make a twenty thousand dollar sale to a larger customer.

Create a profile of what a "good ground" prospect looks like, then create another profile of what that top twenty percent who brings you eighty percent of your business looks like.

For example, if you sell real estate, while it may be easier to list or sell a \$100,000 house because there are more of those in your area, you'll find that if you sell a couple \$500K houses, you make just as much money as you do selling ten of the smaller ones. Although you already know that, what are you doing to specifically cultivate the higher end clientele?

Look at your customers that have brought you the most profitable business over the last few years. What do they look like? What do they have in common? How long was their buying cycle? What was it about your product or service that uniquely satisfied their need over what your competitor had to offer?

Develop a strategy to target those prospects first. On the way to getting those sales, it's okay to spend time on some of the smaller opportunities, but make sure your time is spent where you will get the highest return for your effort.

Having said that, I must point out that God likes small companies too and He may help you out a smaller sized business along the way. That's why we've always got to be sensitive to His priorities for our day, as you never know whom the Father may want you to invite back to the Father's House.

We are the "salt of the earth". If we are too busy to be salty in the marketplace, the whole thing decays. So, over the years when I've done consulting, I usually asked the Lord to show me the kingdom men and kingdom women who were looking for the King, but just didn't know it yet.

They're easy to spot... They're often times rough around the edges, but really authentic. They might cuss like a sailor but that doesn't matter... I've led many of them to Christ in parking lots and board rooms, sales meetings and 1 on 1's, hallways and even in retail stores during business hours.

Conclusion

Take an honest look at how you spend your day. Who are you calling on? How often are you making calls for the wrong reasons? Sometimes we need to refresh ourselves by calling on a friendly

customer who is glad to see us even though we know they're not in the market to buy right now, but that shouldn't be our daily routine.

Eliminate from your weekly schedule companies that have little or no buying potential. Delete from your prospect list, those prospects that do not have the means, the motive, nor the method to do business with you in the reasonable future. If they're a long-term potential, stay in touch but don't over invest your time with them.

Remember, high probability selling is all about determining the best use of your time and talent to generate the most value for the customers you wish to serve. Learn from the parable of the sower and invest your time wisely.

CHAPTER TWENTY

Neutralizing The Seven Conflicts (Lessons From The Canaanite Conquest)

“When the Lord your God brings you into the land you are entering to possess and drives out... seven nations larger and stronger than you...” (Deuteronomy 7:1)

Precept # 3: How to neutralize the 7 conflicts you will encounter in the marketplace, so you can win the heart and secure the sale.

Webster’s Dictionary defines rapport as a “sympathetic connection” between people. Clearly it involves the heart and soul in the sales process and is very important to establish as early on as possible.

Establishing rapport with someone means winning their heart and having them emotionally on your side. The mind will justify what the heart wants. In order to win the battle for their heart, you must first demonstrate that you care. As the old adage says, *“People don’t care how much you know, until they know how much you care.”*

RULE NUMBER ONE: *“Talk is cheap”.*

Nearly everyone promises great service, great pricing and the best value. When was the last time you heard a salesman tell you that his product was overpriced, mediocre in quality and their service policy was marginal at best?

You’ve never been told that by a salesman, nor has the customer you’re trying to sell now, so how can you clearly differentiate yourself? How can you show your customers that your words are authentic?

Simple. You serve from the heart to win the heart and you begin doing that now. For example, a friend of mine was buying a fax machine for his office. He called two companies for recommendations. The first one sent him a brochure expounding on the benefits of his product line and the service of his company.

The second salesman was from a smaller firm and instead of telling my friend about their great service, he began delivering that service from the beginning. Rather than mail a brochure, he brought out a fax machine for him to see, touch and even use.

His price was actually a little higher, but because he had already begun servicing him so well, my friend bought from him – at the higher price. You don't merely tell a prospect that you care and that you will look after them as a customer in the future, you must show them that you care now – before you get the order.

RULE NUMBER TWO: *“All things being equal, buyers will purchase from the person they like”.*

Things are rarely equal in a competitive selling situation, but when things are close, the buyer will usually lean towards the person who has done the best job of developing rapport. Some companies recognize this and spend significant sums of money to win the buyers favorable disposition, often crossing an ethical line in the process.

More typically however, I see companies who rely entirely too much on this strategy. I was consulting with a company in the South whose entire sales strategy consisted of what I call the “good ol boy” strategy.

They believed if they were just nice enough, for long enough, buying enough meals and doing enough favors, they would eventually get the business. Although this had some positive effect, as a stand-alone strategy, it failed.

Developing rapport with a customer can give you a powerful advantage, but don't put all your eggs in that basket. Sometimes you may be secure in the rapport you've developed with a purchasing agent only to find out your competitor has made an economically compelling case to the CFO or president.

RULE NUMBER THREE: *“To win a buyer's friendly and favorable disposition, show yourself friendly and give favor”.*

People like to feel good and people like people who make them feel good. When people feel good about things, they are less afraid to part with their money. Part of your job as a sales professional is to put people at ease.

Make them feel comfortable with you and the entire selling process. Let them know that you understand this may be a big or a difficult decision for them and you will endeavor to help them come to the best possible outcome.

RULE NUMBER FOUR: *“The mind justifies what the heart desires.”*

I remember back in the eighties when I was in need of another vehicle. All I really needed was reliable transportation, but I found myself wanting a recent model Mercedes. My heart was tugging one way and my mind was being far more practical. In the end, my heart won and my mind provided the justification.

I reasoned that the Mercedes would be good for hundreds of thousands of miles with little maintenance. With the amount of travel we did, having a reliable car made sense and I rationalized that it would cost less in the end because of its life expectancy and strong resale value.

The sale was made in my heart and justified in my mind. So it is with most sales. In fact, many experts agree that ninety percent of the decision is made in the heart and only ten percent with intellectual reasoning. Most people would rather reason out what their heart wants than submit their heart to what their mind says is best.

I believe the heart is the real battleground. In a competitive environment you won't have great success without winning the battle for the heart. The mind, however, is the negotiating table.

You need to be prepared to provide the kind of logical justification the buyer needs to make himself feel better about the purchase and sometimes more importantly, to make his boss who isn't emotionally involved, feel good about this purchase also.

To win the battle for the heart, you need to secure confidence in three things:

1. **You** (the soldier). If the customer doesn't feel good about you as a person, you will have a difficult time winning them over on anything else you have to say. Help the customer out by being on time, showing respect, honoring them, etc.
2. **Your product or service** (the weapon). A customer may feel good about you but if he doesn't feel good about what you have to offer, your sale is lost.
3. **Your company** (the army you're a part of). The customer may like you and your product but if they have strong reservations about your company you may still lose the sale. The battle for the heart is waged on three fronts and you must be prepared to compete and win in all three.

SEVEN AREAS OF CONFLICT YOU MAY ENCOUNTER IN THE BATTLE FOR THE HEART

In the Old Testament we find many types and shadows of things to come or of a deeper truth. For example it can be argued that Canaan land is a type of the human soul, which is full of desires that need to be brought into submission.

We are three-part beings; spirit, soul and body. (1 Thessalonians 5:23) When we become a Christian, the Apostle Paul says we become a new creature in Christ. This is true, but our bodies still look the same and are slowly on their way to the grave.

Our spirit was born again and now is constantly at work within us to do God's will. Our soul however, consisting of our mind, will and emotions is in need of a lot of regeneration. In fact, Paul tells us to work out our salvation with fear and trembling.

The salvation of our spirit happened in an instant. We will get a new body at the resurrection, but we will spend the rest of our life working out our salvation in our souls. Paul speaks of this transformation process in Romans 12 and admonishes us to renew our minds that we might prove what is the good, acceptable and perfect will of God.

When you look at Canaan at the time of the conquest around 1400 B.C. it was inhabited principally by seven hostile tribes, that God wanted driven out. When you study the etymology of their tribal names you will find that their ancient names all have meanings that relate to a negative character trait commonly found among us today.

Moses recorded their names in the book of Deuteronomy. It says, *“When the Lord your God brings you into the land which you go to possess, and has cast out many nations before you, the Hittites and the Girgashites and the Amorites and the Canaanites and the Perizzites and the Hivites and the Jebusites, seven nations greater and mightier than you, and when the Lord your God delivers them over to you, you shall conquer them and utterly destroy them. You shall make no covenant with them nor show mercy to them.”*

The Hittite Conflict – *Be confident. Kill ‘em with kindness.*

Hittite means “hostile”. There are a lot of people who have a hostile nature. They carry a deep-seated anger just below the surface and it doesn’t take much to get on their wrong side.

A common trait of those who carry inner hostility is intimidation. They attempt to get what they want through intimidation, be that a price concession, a better delivery date or a free upgrade.

I remember calling on what looked like a prosperous new company when I was fairly new in sales, to see about selling them a copier. When I walked up to the receptionist I asked a few qualifying questions to determine if it was worthwhile to set an appointment with the buyer.

After a few minutes of learning about them, the owner strutted by and in a deep guttural voice said, *“Get rid of him!”* I was both intimidated and angry.

I started backing out asking questions in my retreat, much like you might imagine Columbo would have done in his television role as a detective. A few minutes later, he walked by again and in a much angrier, more hostile tone barked, *“I said, Get rid of him!”*

Well it was just about quitting time and as soon as he walked away, the receptionist grabbed her coat and ran out of the office leaving me still standing there in the reception area.

I decided to respond in the opposite spirit. I walked into the office area and found him standing in the hallway speaking with some of his executives. I walked right up to him and introduced myself as if nothing had even happened. I responded with outer confidence (though admittedly inner trembling) and decided to “kill ‘em with kindness”.

I was using the principle from Proverbs 15:1 “*A soft answer turns away wrath.*” To my amazement it worked. He arranged a meeting with his controller, which ultimately led to the purchase of our equipment.

The Girkashite Conflict – *Demonstrate loyalty. Emphasize value. Think long-term. Girkashite means “clay dweller / one who turns back from a pilgrimage”.* A common attribute of someone with this characteristic is disloyalty. They tend to break promises and reveal confidences. Be careful what you reveal to them. They may share it with your competition.

Demonstrate loyalty to them and establish a good relationship. Keep your promises. Deliver what you promise by when you promised. Cause them to see that you can be trusted. Help them to see the long-term value in your proposition.

These people are prone to turn away from you with just the slightest provocation. Model for them true commitment and help them to feel secure with you. They need to see that turning back from you is their loss.

The Amorite Conflict – *Empathize. Be positive. Find areas of agreement. Amorite means “critical”.* A common characteristic of a critical buyer is their faultfinding, negative attitude towards you, your product, your company, your profession and life in general.

This person can be difficult to deal with but Jesus said, “*But I say to you, love your enemies, bless those who curse you, do good to those*

who hate you, and pray for those who despitefully use you and persecute you.” Matthew 5:44

Perhaps my best example of winning a conflict like this was back in 1986. I had recently moved to Tennessee and had taken a job selling copiers. One day I was to meet my boss for lunch in my territory. I arrived near the restaurant a little early so I decided to make a cold, prospect call on a large multi-national company next door.

I walked in the reception area and asked to speak with the purchasing agent. To my delight she agreed to meet me in the lobby.

When she approached me she said, *“The only reason I came down here was to tell you to your face that I don’t ever want you or anyone from your company in our office again. We have several of your copiers upstairs and they’ve been nothing but trouble. When the lease expires in three months we’re getting all new IBM equipment. The IBM we have downstairs has been here for five years and we’ve never had a problem with it. I know you’re new with the company, but when you see your boss, tell him that I hate him!”*

She put a whole new chill on the term, “cold calling”! I often tell sales teams that when a customer is really angry with you or your firm, there is still hope, but when they become complacent or indifferent the challenge to win their loyalty increases exponentially. It’s similar to a young wife early in the marriage, yelling at her husband, *“I hate you!”*

The strong show of negative emotion is an indication that there had been a significant deposit of positive emotion, which has suffered loss. If there was a prior deposit of positive emotion, there’s a good chance the husband can take responsibility for the action that caused the loss and rebuild on the significant reasons that led to there being a deposit of positive emotions in the first place.

If the wife ever wakes up one morning and calmly states, *“I don’t love you anymore”*, the marriage is in deep trouble. When your customer expresses anger at you or your company for poor performance, don’t run and hide. Take responsibility head on and watch how quickly you can win back their loyalty.

When I met with my boss a few minutes later, I told him about the call including the comment about her hating him. He explained that she had every right to feel that way, that the company had truly dropped the ball with them. In fact it was so bad that nobody wanted to go in there.

He went on to explain that it was a “house account” and that technically I shouldn’t have been in there but nobody had advised me of that. He said, *“I’ll tell you what I’m going to do... I’m going to give you this account. It will be all yours to see what you can do with it.”*

Can you imagine my gratitude? I had enough problems getting started in a new territory without taking this one on, except for one thing... I heard her say that she was getting all new equipment in three months. I reasoned that anyone that unhappy, must have at one time, had high expectations with our company, so I accepted the challenge.

The first thing I did was to put her name on a three by five card along with certain relevant facts about her company and carried it in my shirt pocket. Each morning on the way to work, I would pray for her.

I believed anyone that unhappy that she could treat a total stranger with such contempt needed to experience some of God’s love, so I prayed daily that God would show her how much He loved her.

After a while, I had an idea and had the technician call her to propose removing her equipment for refurbishing so the last three months of service would be better. In the meantime we would place all new equipment in place of the old, free of charge. She agreed and the exchange took place.

Well suddenly, all the other employees wanted to keep the new equipment so she went out to bid with some of our competitors. In the meantime we showed empathy. I agreed with the premise of her dissatisfaction and we came to an agreement for a satisfactory redress of grievances.

I approached her with kindness, compassion and a positive outlook. By the time the process was over, we had overcome our huge

credibility deficit and actually beat out our competition and replaced the IBM machine she thought she was so happy with. In fact, it was the largest commercial order we got that year!

To top it all off, she called me and asked me to arrange a meeting between her and my boss (the one she said she hated). When he went to her office she apologized for her attitude towards him and asked him to forgive her. Talk about a complete turnaround! God had shown her his love and changed her heart and He used our kind and loving response to her anger as a means to accomplish that.

The Canaanite Conflict – *Exemplify Integrity. Provide face saving opportunities.* Canaanite means “*traveling merchant*”. Traveling merchants in those days weren’t known for their integrity. The common characteristic a buyer with this trait has is a disregard for the truth.

This kind of buyer will misrepresent their needs, withhold pertinent information and exaggerate the competitor’s offer. As Solomon prudently observed, “*It is good for nothing cries the buyer; and when he has gone his way, then he boasts.*” Proverbs 20:14

Don’t play his game. Don’t be intimidated and don’t compromise. Be firm, show integrity and provide face saving opportunities where necessary. People don’t like to get caught in a lie. If you catch the buyer in a lie, it’s best not to call him on it directly but let it be seen, and then let it go.

If you embarrass the buyer, you are probably finished with that account for good. You can win in this situation without playing deceptive negotiating games. In the end analysis, if you have shown yourself to be a person of impeccable integrity, you’re much more likely to win the sale.

The Perizzite Conflict – *Convert to Win / Win. Shift emphasis from price to value.* Perizzite means, “*unwalled villages*”. The character implication being... to not want boundaries and they won’t respect yours! They want what they want when they want it. In a word, they’re selfish.

Typically they are rude and approach negotiations with a Win / Lose attitude. They will try to beat you down on price and take as much from you as they can get. They have a field day with weaker, untrained sales reps.

This strategy will come back to haunt them, especially if their vendor can no longer stay in business to support the purchase they made. Paul reminds us in Galatians 6:7, “*Do not be deceived. God is not mocked; for whatever a man sows, that he will also reap.*”

Your job is to shift the emphasis from price to value and convince the prospect of the mutual benefit of a win / win negotiation. Approach the buyer with a spirit of generosity, but not until you recognize the most generous thing you can do for him is to have him pay a fair price with an appropriate profit so you will be around to serve his long-term needs.

Until you recognize the benefits for him in a win / win outcome and can articulate them convincingly, you will probably find yourself on the losing end of the deal. Remember, there is hardly anything in the world that someone cannot make a little worse and sell a little cheaper. People who consider price alone are this man’s lawful prey.

The Hivite Conflict – *Demonstrate Humility. Ask questions. Listen.* Hivite means “*serpent*” from which we derive the dominant characteristic of pridefulness. Typically, a prideful buyer will demonstrate a superior attitude, show little interest in what you are saying and believe he already knows the answer.

Proverbs says that “*pride goes before destruction*” but you can sometimes help this person by walking in the opposite spirit. By that I mean, walking in humility. Not being a doormat, but simply not exalting yourself and thus creating an unnecessary conflict.

One of the best ways to do this is to ask plenty of questions, listen with interest and take notes where appropriate. If you rise up in your spirit and meet him with a prideful response you may win the argument but you won’t likely win the sale. Better to approach this man in meekness (strength under control) and let God do the exalting.

The Jebusite Conflict – *Show empathy. Exude Confidence. Serve. Create a positive expectation.* Jebusite means “trodden down” from which we derive the dominant characteristic of “fearfulness”. A fearful buyer is typically distrustful and indecisive.

You must show empathy and let them know you understand how difficult a decision like this can be. Exude confidence with the buyer. Nothing breeds confidence better than confidence. If the doctor performing surgery on you is visibly nervous, how confident are you?

But if you are nervous and the doctor walks in with an air that says he’s done this a thousand times before and he always has a good result, don’t you pick up some of that confidence?

The same is true in sales. Let the customer see how confident you are in your recommendations and your vision for their brighter future. Help them see a positive future with your product or service and serve them by removing any areas of ambiguity or uncertainty.

The bottom line to these seven characteristics that you will encounter in the battle for the heart is that they will continue to produce after their own kind. You must be careful not to let the buyer plant seeds of pride or criticism or disloyalty in the field of your heart.

Rather, plant loyalty where there is none, humility where there’s pride, integrity by dishonesty, selfless actions by selfishness, confidence where there is fear, positive agreement where there is negative criticism and kindness where there is hostility.

In short, minister in the opposite spirit and watch the seeds of what you plant in their lives bring about a bountiful harvest in your customers lives.

CHAPTER TWENTY-ONE

Attract Clients and Develop Deep Loyalty (7 Ways Jesus Created a Climate of Trust)

“Let this mind be in you which was also in Christ Jesus, who, being in the form of God, did not consider it robbery to be equal with God, but [c]made Himself of no reputation, taking the form of a bondservant, and coming in the likeness of men. And being found in appearance as a man, He humbled Himself and became obedient to the point of death, even the death of the cross.” (Philippians 2:5-8)

Precept # 4: Trust is the drawbridge over which you transport your product or service into the life of your prospect.

Without trust it is very difficult to accomplish this. Trust is the highest form of human motivation. I could have an alcoholic relative that I love deeply, who sells used cars, but if I don't trust him, I'm not very likely to do business with him.

I could have a mountain of respect for his knowledge of automobiles but if I don't trust him, I won't do business with him. It is critically important to lay a foundation of trust and keep building on it throughout the selling process because trust makes us feel secure and when we feel secure, we relax our grip on our pocket book.

RULE NUMBER ONE: *Trust is subjective when your track record is not known.* Until your customer has facts to base their opinion on, they have little more than subjective feelings or impressions to guide them in their evaluation of you.

My partner and I were on a business trip in Dallas many years ago. The fellow we were meeting came highly recommended to me, but my partner told me after our first meeting that they just didn't trust him. I was shocked and reminded my partner of his high credentials and asked the reason for such strong distrust. It came down to the way the man avoided eye contact.

Foolishly, I dismissed that warning and continued pursuing a business relationship with him. It was only by the grace of God that we narrowly missed a shipwreck at the last minute and it wasn't without its share of difficulty.

People evaluate us on a purely subjective level at first and they read us based on what we project. If you have improper intent, your customer may not be able to put his or her finger on it, but they may very well feel “uncomfortable” with you. The best way to make a positive first impression on someone is to possess a high degree of personal integrity. It will exude from you and people will sense it.

What I didn't know then but since have learned is that the heart emits electromagnetic fields that can be measured up to several feet away from the body.

In fact, both the brain and the heart have electric and magnetic fields, but the electrical field of the heart is about 100 times stronger than the brain's and the heart's magnetic field is about 5000 times stronger. And those electromagnetic fields coming from your heart actually change according to your emotions.

You've heard people talk about the “vibe” someone is giving off. Well, that's not just a figure of speech. We are actually giving off a measurable field that others can pick up on. It might be fear or it could be confidence.

The point is, that we are constantly transmitting whether we know it or not, and some folks (especially women it seems) have gotten very good at picking up on those fields and to some extent, decoding them.

RULE NUMBER TWO: *Pre-conceived ideas can significantly impact trust levels.* Many buyers believe all salesmen are dishonest and will say what they have to, to get the sale while at the same time, many sales reps feel that all “buyers are liars”.

Neither position is accurate but nonetheless we often walk into a selling opportunity where those pre-conceived ideas are firmly lodged in the buyer's mind. Recognize where your customer is along the trust

continuum, meet them where they are and move them at their pace along the continuum until trust is high.

RULE NUMBER THREE: *High trust questions before low trust answers increase buyer resistance.* When a customer walks into your piano store interested in purchasing a baby grand piano, do you ask them what their annual income is before you begin showing them the piano?

You might, but if you ask before you've earned the right to ask for sensitive information you may well be shooting yourself in the foot. There's a trust building cycle that looks something like this...

1. You provide low trust information. (Your name, purpose of your call, etc.)
2. Buyer agrees to meet with you.
3. You ask low trust questions (circumstantial about their company and process)
4. Buyer gives you low trust answers.
5. You provide higher trust information about yourself, your company or product.
6. You ask higher trust questions about their needs, their pains, their budget, etc.
7. Buyer gives you higher trust answers.

As mutual trust increases, the drawbridge lowers.

RULE NUMBER FOUR: *Personal trustworthiness precedes public trust.* If you're not a trustworthy person, you won't gain and keep trust for long. It will eventually become apparent if you're not. My first year in copier sales back in 1976 I lost a sale to a much more experienced sales rep from a prestigious and well known, competitive copier company.

A week after I lost the sale, the accountant called me and said he had egg on his face, that he had canceled his contract with them due to a blatant misrepresentation by the salesman and he wanted to purchase my equipment and take delivery immediately.

When I arrived to formalize our agreement he told me that he realized I was “too naïve to lie” and he should have done business with me in the first place. Well, as a young and struggling sales rep, I had found something that the marketplace valued more than slick presentations or powerful closing techniques... it was trustworthiness. I began to build my career on the strength of that revelation.

RULE NUMBER FIVE: *It's hard to get someone to trust you more than you trust them.* In sales you have to take chances and be willing to trust others before they trust you. Trust begets trust and suspicion begets suspicion. A few years back I was helping a friend purchase a quality pre-owned automobile.

My friend selected a model he was interested in and the salesman pulled out his pricing binder, laid it on the hood of the car and began looking for the price. As he moved his finger down the page, I stepped over to his side to see the pricing along with him.

To my surprise, he grabbed the pricing binder, pulled it to his chest denying me the information it contained. Now I ask you, do you think that built or diminished trust between us? When he didn't trust me with the full pricing information, I naturally didn't trust him to take my friend's money for that car or any other car at the dealership. We went elsewhere to find someone we could trust and bought the car there.

On the flip side of that, when I was just about eight years old, I embarked on a short-lived life of crime. It all began with what I thought was a well-planned shoplifting heist estimated to be worth about two cents at the time. I had an accomplice with me who was to be on lookout while I cased the grocery store looking for candy.

My plan was genius, (or so I thought). I would slip a couple of packages of penny candy in my winter jacket pocket where I also had about thirteen cents. Then I would make my way to the checkout counter, pick up a ten cent candy bar and pay for it.

If anyone discovered my theft, I would claim that I had just forgotten about the candy in my pocket, that I had every intention of paying for it and would offer as proof the fact that I paid for the more expensive

piece of candy and had sufficient money to pay for the less expensive ones in my pocket.

Well, you guessed it. On my way out of the store, head hanging low, eyes unable to look straight ahead, dripping with guilt, I walked straight into a rather large storekeeper who had seen the whole thing and accused me of shoplifting. Of course, I gave him my pre-planned explanation but it held no water with him as he had seen me casing the place and covertly placing the candy in my pocket.

He called my father who came down to the grocery store to sort the matter out. I knew that life for me was about to end and I only had one chance to save it and that was to perfect that story I had told the storekeeper.

When my father arrived, I told him the same story, if for no other reason than to buy myself a few extra minutes of life. To my shock and amazement, when I finished telling him this bald-faced lie, he turned to the storekeeper and told him *“If my son says it’s so, then it’s so!”* He proceeded to lecture him for picking on a kid, and then escorted me safely home.

I had never been more relieved and more ashamed at the same time in my life. Relieved because I was not in trouble. Ashamed, because my father actually took my word above the word of an adult and I had betrayed the trust he had bestowed on me.

I turned over a new leaf that day, endeavoring to live up to the trust expectation my father had of me. Indeed his trust in me encouraged me to rise to that level of trust and to become trustworthy indeed. I did eventually tell him the truth, but by that time he was nearly eighty years old and we had a good chuckle about the whole thing.

SEVEN WAYS TO CREATE A CLIMATE OF TRUST

Knowing that trust is the highest form of human motivation I have often wondered if there was a reliable model for creating a climate of trust. As I pondered that question it occurred to me that Jesus Christ asks you and I to trust Him for our eternal salvation.

So how did He model His life in such a way that you and I would be reasonably inclined, expected and even held accountable for our decision to trust or not trust Him?

In searching the Scriptures, I came across the passage in Philippians where the Apostle Paul sums up the life of Christ in seven very poignant points.

Whenever I see a series of seven in the Scriptures, I pay even more attention, as there is often an extra deposit of truth to be found. When you put the seven points into business vernacular it becomes a very powerful and highly effective model for creating an ironclad climate of trust.

I have shared this with sales teams across the country with and without the Biblical references and it has always proven to be a valuable model for building trust and increasing sales. The passage is found in Philippians 2:5-8... *“And let this mind be in you, which was also in Christ Jesus, who being in the form of God...”*

1. Be confident. *“...did not consider it robbery to be equal with God...”* Jesus was completely confident in His identity as Son of God and son of man. He didn't think it improper to be considered equal with God because He was fully God. His confidence in the face of His harshest critics silenced their arguments and won the hearts of the common man.

When a customer senses that you have confidence in the solution you are presenting to them, it builds confidence in them towards your proposition. I had a friend who would occasionally receive an inquiry from someone who was shopping the market for the kind of product he sold.

When he would receive their initial call, he would tell them with great and genuine confidence that their search was over, they could relax now because he was involved and he would take care of them. I was always amazed at how these prospects latched on to his confidence and in many cases no longer felt the need to seek out competitive offers.

2. Be vulnerable. “...but made Himself of no reputation...” I run into a few folks who are uncomfortable with this idea. They feel that vulnerability is weakness, but Jesus stripped Himself of rank and privilege as one translation puts it.

He could have had twenty-four hour protection by angels that could have kept the crowds back, kept the people from striking His face, spitting on Him, whipping Him or crucifying Him, but He made Himself vulnerable.

He walked among the common people, lived in their world, suffered many of their hardships and in the process won the full and complete trust of those He came to seek and to save.

Consider a hostage negotiator. When he walks up to where the gunman is holding several people hostage, does he walk up armed to the teeth or does he lay his weapons down in plain sight? He lays his weapons down, making himself vulnerable and in the process wins the trust of the gunman.

In sales you can be vulnerable by freely admitting your product weaknesses. When you hide the truth, people can sense it and they will resist you at least at a subconscious level. I would rather buy a used car from someone who would tell me everything that was wrong with it, than from someone who tried to make me believe there had never been a problem with the car.

There’s nothing wrong with admitting weakness in your product. People don’t expect any product to be the complete answer to their needs. Of course you should be well versed with your strengths and be able to show how those offset the weaknesses.

If you’re new to sales, don’t hesitate to tell the customer. More than likely they will try to help you make the sale, but if you act like you know everything when you clearly don’t, you will lose their confidence and quite likely the sale.

3. Excel in service. “...taking on the form of a bondservant,...” Jesus came “not to be served but to serve”. He clearly had no hidden agenda. He was there to “seek and to save that which was lost”. He

came to “*give His life a ransom for many*”. He washed the disciple’s feet, fed the hungry, healed the sick, gave hope to the broken-hearted and preached tirelessly to the poor and needy.

His life was a life of service and people have been trusting Him and His example ever since. If you would like to win the trust of someone, try taking on the attitude of an indentured servant and give yourself to discovering and serving their real needs. Believe me, you will earn their trust.

A few years ago, I had the opportunity to meet General Ephraim Rios Mont, the former president of Guatemala. He was an incredibly gracious man who saved his country from a communist takeover back in the eighties.

A friend of mine who was a pastor during that time in Guatemala told me about the time he was invited to the presidential palace to meet General Rios Mont. He was treated gruffly by the various armed security guards on the way up to the house and was quite nervous about meeting the president.

When he cleared security and was allowed in, he was ushered into a living room to wait for him. The house was fully staffed with servants but when General Rios Mont came into the room, he walked over to my friend, knelt before him and offered to get him some tea or coffee.

My friend felt very awkward indeed, but accepted his kind offer, bewildered that he didn’t have the servants attend to this. In a few moments, the president returned with the coffee on a tray and again knelt in front of him, serving my friend from a posture of lowly servitude when indeed he was the most powerful man in the country.

General Rios Mont was an ardent follower of Jesus Christ and simply followed Christ’s example in his own life. The people of Guatemala responded with tremendous favor towards their new president and he is dearly loved to this day. Excel in service and you will create a climate of trust.

4. Identify with the buyer. “*...and coming in the likeness of men...*” Jesus was tempted in every way that we are, yet He was without sin.

He chose to identify with our frailties and walked among us with all the weaknesses and vulnerabilities of mankind, yet without sin. We can trust Him in part because He became one of us and that's a powerful trust builder.

Look for things in common with your potential customers. Find common ground and build on it. In 1979, my first born child died unexpectedly. Then several years later, my step son was killed in a car accident. A few months after that, I was at a trade show for my business and was introduced to the president of a large distribution company.

As we chatted in the aisle, I learned that he had also buried his first born son and he was moved to tears as he recounted his story. Suddenly and unexpectedly, we forged a most unusual bond, as only those who have buried their children can understand.

When the topic returned to business the unspoken trust was very high and we quickly forged a business relationship that benefited both of us for many years. We had found some uncommon, common ground and trust was established at a deep level. That deep trust gave us the basis to move with confidence through all the other negotiations that followed.

5. Be humble. “...*And being found in appearance as a man, He humbled Himself...*” It's always easier to trust a humble man than a prideful, arrogant man. One of the best examples of this I can remember was watching Jim Hansberger give a talk at a sales conference in Nashville, Tennessee.

Prior to him taking the platform, there had been several very polished, gregarious speakers who sought to bedazzle the audience with their humor, their wit and their charm. Jim on the other hand, appeared nervous, told no funny stories and stayed glued to the podium.

He talked about the five “F’s”, faith, family, friends, fitness and finances. His talk is the only one I can remember. Jim reportedly earned millions of dollars in annual sales commissions, certainly more earning power than those he shared the stage with, but yet he told of his failures and how he found faith in God.

When he was finished his somewhat monotone talk, he received a raving, standing ovation, the only one given that day. His humility had carried the day, even though he had more to boast about than any other speaker, he boasted only in his weakness and quietly shared his five “F’s” for success.

No doubt his authentic humility engendered trust with his clients and contributed to his remarkable success.

6. Possess personal integrity even when it hurts. “...and became obedient to the point of death...” Jesus paid the ultimate price by laying down His life for us while we were yet sinners. Remarkable! He knew the price He would have to pay and He paid it anyway.

When you go the extra mile for a customer, even when it costs you, it builds trust in a way that nothing else can. Sometimes you have to lose money on a sale to keep your integrity intact.

When I was in Guatemala doing a seminar for about 250 people, the advertisement that I approved, said that lunch was not included, but a few days before the seminar, I discovered that the posters actually said that lunch was included.

That was wrong and was not in the budget, but that’s what the people expected and so we bought 250 people lunch at a rather nice hotel in downtown Guatemala. It was either that or explain during my seminar on Biblical principles for business why I was violating what I was teaching. There was no other choice, even though it hurt.

7. Trade places. “...even the death of the cross.” Jesus put Himself in our place in His life and in His death. We can put ourselves in our customer’s place, empathizing with them and carrying their burden as our own.

Only recommend what you truly believe would be in their best interest. Put yourself in your customer’s shoes and see what kind of proposal you would like given to you.

CHAPTER TWENTY-TWO

Close More Sales By Asking More Questions (How the Moses Questioning Strategy Multiplies Sales)

“Ask and it will be given to you” (Matthew 7:7)

Precept # 5 – Talk less to sell more. Selling is not about telling. It’s about listening. So if you’re going to listen, you should learn to ask the right questions.

Jesus was (and is) the most effective communicator to ever live. The Scripture records that He asked 307 questions, was asked 183 questions and directly answered less than 10.

When He was 12 years of age, He remained behind in Jerusalem at the temple, *“sitting in the midst of the teachers, both listening to them and asking them questions. And all who heard Him were astonished at His understanding and answers.”*

The art of asking questions is almost a forgotten art, but as we learn from Jesus, it is the most effective way of garnering interest in your message, service or product. Contrary to popular belief, selling is not about some fancy, even high-tech presentation.

As helpful as a really good presentation can be, if the ground has not been prepared with a well thought out questioning strategy, where specific areas are probed and paid attention to, much of what you have to say will not penetrate their mind or get to their heart. Your message will be lost with all the others because they didn’t get a heart buy-in to your presentation in advance.

When you follow the profound seven question strategy that I refer to as the “Moses Questioning Strategy”, and truly listen to your prospect or client, they will think you are amazing, wise and caring. And it will be true.

You see, selling is not about telling. It’s about listening. If you’re going to listen, you need to ask the right questions. But most

salespeople don't know the right questions to ask. They ask about the recent ball game the prospect went to. They ask about the fish mounted on the wall behind the prospect's desk.

The light went on for me in a big way, when I noticed that Moses had to have SEVEN questions answered before invading Canaan. He knew they would be met with great RESISTANCE, which meant there would be significant RISK, but if they were successful, there would be great REWARD.

Resistance, risk and reward, sounds an awful lot like a day in the life of a sales person. It sounds all too familiar to any entrepreneur. So with that in mind, the questions he had to have answered became much more important to understand.

I spent the next 2 or 3 days in my office, studying and praying about those seven questions. Seven is the number of God's perfection, so I really wanted to learn the implications and applications of those seven questions.

As it turned out, I was meeting with a client in the wholesale air conditioning business. They represented Rheem Air Conditioners in a multi-state area and called on local contractors who did AC installation and service to get them to switch from selling Carrier or some other brand to selling Rheem.

The president told me he was on his way to call on a major metropolitan contractor who he and his sales manager had been calling on for six years, twice a month, without success.

They had taken the contractor to dinner many times, brought his crew meals on the job, even gone to each other's home for meals, followed by an evening together at the theater. But in all that "good ol' boy" chumming around, he never got a nickel's worth of business.

As he was preparing for his regular scheduled, bi-weekly visit the next day, he asked me what I would do in his situation. I told him that I would ask the contractor seven questions.

He was baffled by that response and asked me to write them out for him. I explained that there weren't really seven specific questions to ask, but rather there were seven questions that served as areas of exploration, that should lead to a menu of other potential questions.

At his request, I created a four page form with dozens of potential questions he could choose from when he went to his appointment the next day.

What happened on that appointment blew him away. The contractor asked him for a quote on a substantial order and within 48 hours, they had a purchase order for \$60,000!

Think of that. Six years of traditional selling philosophy and no result. One visit using a level 2 strategy from the Scripture and he got a \$60K order! But it gets even better...

He called an emergency sales meeting and put me in front of his roughly 18 sales agents. He held up the form I created and said, *"I don't know what this is or how it works, but I want every one of you using it effective immediately!"* My role was to train the agents in that strategy.

That was the end of March. The previous April, they had done \$1.2 million in sales and were hoping for maybe \$1.3 million this April. Now everyone was given the strategy and thoroughly trained on it. What happened next blew the owner away...

In early May, I asked how April had turned out. The owner was ashen faced. He could barely look me in the eye. They had done over \$1.7 million in April revenues. An increase of over \$500,000 from the same month the year before!

He was JUST ONE WIN AWAY from totally upending the way they approached the sales process. That one win led to a transformation in their sales team that mushroomed into explosive growth.

It may not happen the first time you try to implement these strategies, but once you experience a win like he did, you'll realize you were always JUST ONE WIN AWAY from totally changing your life!

The owner of that company asked me where I got this from because I hadn't told him yet and as far as I knew, he wasn't a Christian man. When I told him I learned it from Moses in the Bible, he would have been less surprised if I had just cold cocked him!

That was perhaps the first time I took a detailed example of something in the Bible and turned it into a practical, usable, highly effective strategy.

I was elated because I knew I had stumbled onto something that would change not only the way I did business, but it had the potential to change the lives and results of anyone who wanted to invest the time, talent and treasure to learn and apply the profound secrets for success in business, hidden in plain sight by God, for those with a heart to understand and the will to learn.

We find this strategy in Numbers 13:17-20. It reads, *“Then Moses sent them to spy out the land of Canaan, and said to them, ‘Go up this way into the South, and go up to the mountains, and...*

1. *See what the land is like?* (These are circumstantial questions about their business, etc.)
2. *Whether the people who dwell in it are strong or weak?* Is your competition strong or weak? A competitor can be a competing idea or person within your prospect's company.

Here's a question that has opened up many opportunities... *“If you owned 51% of your current supplier's company and you could change anything about the way they do business with you, what would that be?”* Their answer opens wide a door for you!

3. *Few or many?* (Is there more than one? Are they getting quotes from five other vendors? Are their competing ideas many or is there just one other way of thinking they are giving consideration to? Find out the “why”, not just the “who”.)
4. *Whether the land they dwell in is good or bad?* (Qualify the opportunity using your specific criteria.)

5. *Whether the cities they inhabit are like camps or strongholds?* (Are they thinking short term, i.e. “price only” or are they thinking long term, i.e. “quality”?)
6. *Whether the land is rich or poor?* (How well is their current way of doing things working for them?)
7. *And whether there are trees there or not?* (They needed trees to build their dreams (boats, houses, storehouses, etc. What are your clients dreams or what is their vision for the problem they are trying to solve?) Sales people tend to overlook this one. They think it’s silly or pointless, when in fact it’s huge.

A senior sales rep for a firm that called on large manufacturing companies flat out told me that asking a purchasing agent about their dreams or goals was stupid.

As it turned out, shortly after that, I went with him to the Saturn plant (the car company, not the planet) on a sales call where he was hoping to make inroads with his product line.

I proceeded to follow the guidelines in the Moses Questioning Strategy and when I go the vision questions, the purchasing agent lit up. He eagerly began telling me his dreams not only for his job, but also for life. He shared his goals relative to his department and provided a ton of very valuable information.

That’s when the salesman interrupted our very lively conversation and said to the purchasing agent, *“Frank, I just want to apologize for never asking you these questions before. I’ve been calling on you for two years and had no idea what was really important to you. Michael said these questions were important but I didn’t believe him. I was wrong. After listening to you respond, I now know how we can really help you meet those goals.”*

This gave him the opportunity he had been seeking to penetrate that account and make great progress!

Lastly...

Be of good courage. And bring some of the fruit of the land.”

A natural response for you might be, *“How in the world is that going to help me make a sale, especially to a resistant prospect?”*

That’s how most people respond. After all, this is an ancient story about a nomadic people who were living in the wilderness. How could that possibly be related to, and useful in, competitive selling situations.

In our 7 Secrets of the Sale training, we have a full module in great detail on this topic. It even includes a power template with a menu of dozens of potential questions you can ask your prospects, that will create the opening you need to present your case and make your sale.

But let me address your question about the overall validity of this questioning strategy with one of many remarkable examples...

I had a client that sold CNC (Computer Numerical Control) lathes, grinders, routers, etc. They had a salesman we’ll call Marty. Marty looked like the perfect salesman. He had a clean cut appearance, a cheery disposition, a nice suit, even a sleek looking briefcase. But unfortunately after six months of salary, he still had yet to make his first sale.

I was asked to go out on some calls with Marty to see if I could figure out what was missing. On about our third stop that day (to a manufacturing facility), I asked him the purpose of the visit.

He explained that the owner had requested a brochure and a quote on some equipment a couple of months back and he wanted to stop by and see if he was ready to buy.

Besides the fact that he had allowed two months to elapse on someone who had already demonstrated interest, he was quite unprepared to take whatever we might have found to the next level.

The owner greeted us at the door with the words, *“You’re too late. I’ve already purchased from one of your competitors.”*

The salesman was surprised and embarrassed and started to turn around and politely back out, when I asked the owner if he had already received delivery of the equipment and if he had signed an agreement and made payment? He indicated in the affirmative on all three accounts.

“Before leaving”, I said, “I’m helping this company improve their customer service and I would love to see your new piece of equipment in operation to get an idea of what you were looking for.”

He gladly took me back to the plant where the machine was in full production and proudly proclaimed that he had purchased it for \$53,000 instead of the \$68,000 my client wanted for his brand.

Now bear in mind, I knew nothing about the equipment. I couldn’t find the on/off switch, let alone explain how it worked to save my life. But I didn’t have to understand the equipment until I first understood the customer, so I proceeded with questions.

Me: *“How long has it been installed?”*

Buyer: *“About a month now. We had it for a thirty day trial and just purchased it yesterday.”*

Me: *“How’s it been working for you?”*

Buyer: *“Great.”*

Me: After hearing the machine make a peculiar clunking noise, I asked, *“What was that noise?”*

Buyer: *“I don’t know.”*

Me: *“What do you make with this machine?”*

Buyer: *“Precision parts.”*

Somewhere during this discussion, the Holy Spirit whispered what I thought was an absurd thought. In fact, it seemed so unlikely that I inadvertently laughed out loud, causing the prospect and the salesman to look at me rather quizzically.

I offered no explanation and continued with the conversation. But what He told me was that we would leave that day with the order! How was that going to happen?, I wondered.

Now honestly, what do you think the chances of making that sale were, considering he had signed the contract with the competitor, sent it to them with a check and had already taken delivery of their equipment?

However, it was because I heard what the Holy Spirit said, that I kept on with my questioning...

Me: *“When the machine makes that noise, does that affect the precision of the part being made?”*

Buyer: *“Yes. This actually happened during the trial but they came out and supposedly fixed it.”*

Me: *“Really. How long did it take to get service?”*

Buyer: *“Well, that was a bit frustrating. It took them three days to respond.”*

Me: *“Really. And this was when they were trying their best to win you over as a customer?”*

Buyer: *“Yes.”*

Me: *“What level of service do you think they will provide you now that they have your money?”*

Buyer: *“Well, they’ve just got a down payment actually.”*

Me: *“Really. Tell me, what did you do for three days when the machine was shut down?”*

Buyer: *“Well it caused quite a bottleneck in our assembly line.”*

Me: *“What happens when that happens?”*

Buyer: *“Our orders get backed up, we have late deliveries and we might have to lay off some workers.”*

Me: *“Sounds expensive... How much did you mention that you saved on this purchase?”*

Buyer: *“About \$15,000.”*

Me: *“Hmmm. You mentioned that you make precision parts with this machine. When the machine clunks, what happens to the part being made at that time?”*

Buyer: *“It’s supposed to go in the scrap pile but many times it ends up in the customer’s order.”*

Me: *“What happens when the customer gets a faulty part?”*

Buyer: *“They’re not very happy about it.”*

Me: *“Could it cost you a customer?”*

Buyer: *“Yes it could.”*

Me: *“What might that be worth?”*

Buyer: *“Plenty.”*

Me: *“How frequently do you think this happens? How long do you expect to keep a new piece of equipment like this?”*

Right about then, the machine operator came along and he really disliked the machine because of all the problems it had been having and he reminded the owner that they have seventy-two hours to cancel their order from the time of signing the agreement. I asked him a question to which I already knew the answer...

Me: *“When did you sign the agreement?”*

Buyer: *“Yesterday.”*

Me: *“Hmmm. What would you like to do?”*

Buyer: *“Let’s go to lunch and discuss it.”*

Over lunch it became clear that the extra \$15,000 for a better piece of equipment would save him far more over the next few years. (There’s that Galbanum effect about financial justification.)

When we got back to the office, he exercised his right of cancellation, issued my client a purchase order and gave him a down payment on the spot!

Now, most sales people would have done what that rep was about to do – walk out the door without asking any questions – and tell their

boss that they bought the competitive unit because it was \$15,000 cheaper and they couldn't touch their price, and his boss would have believed him.

Needless to say, there were a lot of mistakes being made by that sales rep and it was well worth their investment to learn them. That rep went on to succeed with that company after making his first sale that day.

The point I want to leave you with is that a sale was made mostly through questioning. The questions you ask and the answers your customer gives are far more important than any presentation material you may have.

Remember, the sale is made based on what the customer says, not on what you say. Therefore, **NEVER TELL A CUSTOMER SOMETHING YOU CAN ASK THEM!**

That entire dialog above came out of just one of the seven questions Moses had to have answered. Can you figure out which one?

Can you see how incredibly powerful this questioning strategy is? By the time you go through the 7 Secrets of the Sale online school, you will have a strong handle on this strategy and will have already tested it out in the marketplace.

How much would it be worth to you to be able to do what I did with that client?

Once they experienced that seemingly highly unlikely win for \$68,000, they asked me to train all their sales reps in both of their product line divisions.

They had been **JUST ONE WIN AWAY** from everything changing in their sales results. Their sales team went on that year to achieve results they hadn't believed possible at the beginning of the year!

CHAPTER TWENTY-THREE

7 Ways To Communicate With Impact (How Jesus Made His Message Stick!)

“In the beginning was the Word... And the Word was God... And the Word became flesh and dwelt among us...” (John 1)

Precept # 6: When it comes to sales, communicate with impact or don't communicate at all.

Think about this... Jesus was the “logos” (word). *“All things were made through Him, and without Him nothing was made that was made.”* (John 1:3) Jesus is and was perfection in every way, including the words He chose to form and communicate with.

It only makes sense to study not only His words and their meaning, but also the way in which He wove them together to be remembered and ultimately life-changing!

Communication is always impacted by three (even four) components. The first one is the “ethos” or character, vibe, reputation, etc., of the person speaking. If people don't trust the speaker's ethos, the rest of what they say, won't matter.

The second one is the “pathos” which is the ability to impact the heart and move the emotions. Proverbs connects this to creating “understanding”. St. Augustine of Hippo referred to it as “rhetoric” which was all about someone's oratorical skills, to stir the audience to action.

Thirdly is the component known as “logos”. Some think this only refers to the written word, but not so. It is connected to our English word, “logic”. It's the idea of bringing rational thought, (logic), into the conversation. Proverbs call this “wisdom” and says it is the “principal thing”.

So, effective communication will always come from a source the hearer deems to be credible (ethos). It will inspire or move them

emotionally (pathos) and be supported by sound logic (logos). Of course Jesus' credibility was unmatched, so that was always present. He then told stories and used logic to preach the gospel of the Kingdom.

The fourth component that can really drive a message home is "Kairos". The Greeks have a couple words relating to "time". The first is "chronos", as in, what time is it? And the second is "Kairos" which speaks to "timing", not time itself.

It was considered a Kairos moment when a deer was sprinting across the field and the hunter released his arrow, aiming well ahead of the deer, but in perfect timing, they collide and the hunter has his prey.

That was considered a "Kairos" moment. In communication, having the right message or word at just the right time is Kairos and can multiply the impact of that word!

Speaking of timing, allow me now to introduce you to the seven ways I have come to understand how Jesus communicated with impact.

RULE NUMBER ONE: *Know Your Stuff*

In Luke 2:47 we learn that Jesus at only age twelve impacted the leaders at the temple when He spoke... "*And all who heard Him were astonished at His understanding and answers*".

When you know stuff, you will astonish the listener. When was the last time you astonished someone with your understanding?

Jesus kept learning... "*And Jesus increased in wisdom and stature, and in favor with God and men.*" (Luke 2:52) Notice how continuing education will cause you to grow in favor, with God and man. It's a very good thing when God shows you favor. It's not bad when man does also.

His critics were silenced... "*But they (chief priests and scribes) could not catch Him in His words in the presence of the people. And they marveled at His answer and kept silent. After that, they dared not question Him anymore.*" (Luke 20:26 & 40)

When you know your stuff very well, even your competitors will back away from open confrontation. Are you an expert in your field? People trust experts! Your competition fears them!

7 Kinds of “Stuff” You Should Know

1. **Your product or service:** The resources you can make available to clients. What was Jesus offering? Eternal life. A relationship with God the Father. Salvation was the means.

The Word of God contained the promise. Jesus knew the Word and was the Word. Jesus knew the Father and had been with Him for time eternal past. Jesus knew eternal life for in Him was life eternal (John 5:40)

2. **Your target market:** THEIR PROFILE. Know the history, the current condition and the projected future. Jesus KNEW HIS Target Market. He said He didn't come to call the righteous, but sinners to repentance. (Luke 5:32)

He knew their history and quoted it. He knew their present and addressed it. He knew their future and warned them. In Matthew 5 (Beatitudes) He describes His customers and what matters to them...

- a. The poor in spirit were promised the kingdom of Heaven,
- b. Those who mourn were promised comfort,
- c. The meek (who in humility prefer others) will inherit the earth,
- d. Those who hunger and thirst for righteousness will be filled,
- e. The merciful will obtain mercy,
- f. The pure in heart will see God,
- g. The peacemakers will be called the sons of God,
- h. Those who are persecuted for righteousness sake are promised the kingdom of Heaven

Look again at the Moses Questioning Strategy. You definitely want to know what their concerns are. For example, in financial planning, their concerns may be, *“How do I plan for*

tomorrow? How can I make a difference? How do I leave a legacy?” Do you have a written profile of your target market and are you targeting that audience?

3. **Your customer:** That’s individual. It’s specific – Jesus knew all about the woman at the well. It was His business to know and not guess. He would often ask questions such as what do you want? Why?

It wasn’t because He was curious or didn’t know. It was important for that person to get clear on their need, to speak it out for others to hear as well. He asked the blind man what he wanted. He listened to the needs from the centurion as well as from the lepers. He anticipated their needs and fed the multitudes. Do you ask? Do you listen? Do you anticipate?

The highest level of service is found in Isaiah 65:24 (*“Before they call, I will answer.”*) It’s called “anticipatory service”, where you anticipate their needs before they call and respond to them. Do you do what you can to know in advance? Do you research them, pray for them, get informed before you speak to them?

4. **Your value:** Jesus knew He was the Way, the Truth and the Life and the ONLY way to the Father. He was the bread of life, the Great Shepherd, the only door to Heaven. What is the unique value you bring to the table? Clue: It has something to do with how you can interface (care about and serve) them.

It is the unique way your DNA winds through every cell of your body that makes you – YOU. And there are plenty of people who need what YOU have to offer. Know and be confident in your unique value. God has brought you through a unique path to get you where you are today. It has uniquely prepared you for where you are right now.

5. **Your Purpose:** Jesus said He came *“to seek and to save that which was lost”* (Luke 19:10) and *“to destroy the works of the devil”* (1 John 3:8). Why are you in this business? Why are

you REALLY in this business? What is your purpose? How does that serve God's purpose?

6. **Timing:** When the fullness of time had come, God sent His son (Gal 4:4) *“And Jesus said to her, “Woman, what does that have to do with us? My hour has not yet come.”* (John 2:4) *“So they were seeking to seize Him; and no man laid his hand on Him, because His hour had not yet come.”* (John 7:30) To everything there is a season, a time for every purpose under heaven.

“The race is not to the swift, Nor the battle to the strong, Nor bread to the wise, Nor riches to men of understanding, Nor favor to men of skill; But time and chance happen to them all”. (Ecc. 9:11)

The word “time” is the Hebrew word “ayth”. Think of it as timing. Timing overcomes skill and strength. It is the trump card. In the new testament, it's the Greek work “kairos”.

You've heard it said, *“He was in the right place at the right time”*. That usually means he didn't deserve it, but he happened to be there at the right time. But you can affect timing in two ways:

a) Pay attention – Learn to recognize divine timing when it occurs and be ready to act. Abraham Lincoln declared he would prepare for the opportunity so when it came he would be ready. We are to be instant in season and out. Remember the five wise and the five foolish virgins? The wise ones had reserves in anticipation of the right timing. They were prepared and got to attend the wedding party.

b) Be led of the Spirit – *“As many as are led by the Spirit of God, they are the sons of God.”* (Romans 8:14) Be led by Him, not just in an assumptive way where you assume God led you when you didn't realize it, but also be consciously led by the Holy Spirit by dialing into Him. Or to put it in Bible vernacular,

“Wait on the Lord”, Meditate, cogitate and then ruminare on His Word, His promises and His name. Being conscious of the Lord by thinking about Him and His Word, helps you GET IN SYNC WITH THE TIMING OF GOD – IT TRUMPS EVERYTHING!

7. **Your message:** What will you say? How will you communicate it? Can you do it in 30 seconds as easily as 30 minutes? Can you tell it more than one way? Jesus described the kingdom of Heaven in many different ways.

This one can be a challenge. On the one hand there are folks who get “stuck” when trying to communicate their message. They seem to be at a loss for words. Their message is incomplete, lacking luster and generally not very effective. On the other hand, there are folks who suffer from “verbal diarrhea”, a seemingly involuntary spewing of confusing, worthless information.

Jesus was a master of “net talk”. He could tell a story about two men, one of whom built their house on a rock, the other on sand, in just four Bible verses! It’s the ability to communicate profound truth in short story form that made Aesop’s Fables so memorable even today, some 2500 years after they were written!

How do you get to know your stuff?

Become a disciple – A disciple by definition is a “disciplined learner”. Spend time reading, observing, asking, being curious, and listening.

When you first read something new and interesting, it’s like taking a cool, refreshing shower on a hot day. For as long as you stand under the shower and for a few minutes after, you feel quite refreshed and energized.

Two hours later most of the refreshed feeling is gone and it’s not much longer before every trace of that shower is long forgotten. When you take in information without a mechanism for retaining it, it

all goes down the drain, except for a slight lingering memory like the title or perhaps one striking story.

What you want is to be able to put a plug in the drain and keep the water in the tub and soak in it until your fingers and toes look like prunes. It's valuable information that can change your life but when you don't have a strategy for retaining it, you are choosing to enjoy it only once and then let it go down the drain.

Let me ask you a question. Have you ever been stung by a wasp? Can you remember the first time you were stung as a child? The answer is probably yes, but you probably can't remember the first book you read or even the last one if it's been more than a year.

So we are going to borrow some memory enhancing techniques I call the **W.A.S.P. Strategy**. It's easy to remember and will help you retain important information you need, to fulfill the vision you were born to fulfill. Take a look and follow the advice.

Write it. Journal your thoughts. Write down the salient points that meant the most to you. On some occasions I have even prepared a book report or summary with the key points that I took out of the book, complete with possible applications, inspired ideas, etc. Then I printed it out and put it in a binder for easy access with other similar material.

Maybe for you, the simple solution is to record the best points in your journal, but the simple act of writing out the main points helps you remember and gives you an easy place to locate the information you found valuable instead of leafing through a 300 page book.

Apply it. As quickly as possible, when you learn something new that you see value in, make a point of using that information in a practical way. If possible, use it repeatedly in different ways until it is ingrained into you.

According to Science Daily, Neuroscientists at The University of Queensland have published findings which add more weight to the "use it or lose it" model for brain function claiming, "*that if a cell is not appropriately stimulated by other cells, it self-destructs,*"

Rutgers University reports, “*From the MacArthur and other longitudinal studies has come a guiding principle known as ‘use it or lose it.’ A recent brain-scanning study appeared to show this principle in action. As reported in the January 22, 2004 Nature, 23 healthy people, average age 22, learned how to juggle. After three months, MRI scans showed enlargement of the gray matter in their brains—the part responsible for higher mental functions.*

Either existing cells had grown denser, more numerous connections, or the sheer number of brain cells had increased. When the study participants stopped juggling, their brains shrunk again. This doesn’t mean we should all juggle our way to cognitive vitality. But it does strongly suggest that mental exercise has real and positive effects on brain function.”

If we could recall what we have already learned and were using it, we would have a tremendous advantage in business and life. The easiest way for me to do that is to seal it into my mind by repeated use.

The reason using your knowledge works is because of how memory works. When new information is simply told to us or read by us, we don’t know where in memory to store it because we don’t really comprehend the use of that data.

When we experience the information by doing it, we also experience a host of other data input from sight and sound to sensation and taste, even emotional feelings and association to other things we have experienced. Doing what we learn gives us the context to help us categorize the information so we can store it in our memory in an easy to access way.

The Greek philosopher Aristotle once said, “*One must learn by doing things, for though you think you know it, you have no certainty until you try.*” Modern learning theorist Carl Ransom Rogers (1902 – 1987) believed that “significant” learning is experiential. The application of the knowledge “*addressed the inner needs and wants of the learner.*”

Speak it. Another great way to retain valuable information is to immediately share it with others in every context and conversation that makes sense. Better yet, teach it to someone. Seneca told in his letters to Lucilius that “*we are learning if we teach*”. Give a talk in front of a group on what you learned.

In my early copier sales days every salesman had to come to the sales meeting prepared to teach the rest of us the merits and benefits of a new product or feature. The preparation for teaching the material combined with the act of delivering it caused us to “get it” and retain it much better than we otherwise would.

For example, I first learned about vision and mission as it relates to business because a client many years ago asked me to lead their executive team in a training exercise. I bought every resource I could, studied hard, prepared diligently and when the training was complete, they told me it was the best investment they had made of this nature.

Teaching is a great way to learn. Take this book for example, teach your kids about the science part of this. Teach your spouse, friend or coworker about the business application. Share your findings in an online discussion group. Start a blog. Do something. Tell someone. Your future benefit depends on it!

Ponder it. I consider this the least effective unless done in conjunction with one of the previous methods, but at the very least, the longer you keep your mind marinating in what you have read, the more likely you are to retain it.

Think through the ramifications of what you read, the possible applications, even the veracity of the content. Think how you would do it better, write it better or somehow improve the content. The longer your mind is engaged on the topic the better the chances of recalling it later.

RULE NUMBER TWO: *Use Contrasting Statements*

The use of contrasting statements is either to provide meaning for an unknown word (or concept) or to significantly deepen one’s understanding of that word or concept. For example... Jesus said, “*You have heard it said, do not commit adultery, but I say to you that*

whoever looks at a woman to lust for her has already committed adultery with her in his heart.” (Mat 5:27-28)

He is saying that it was never intended to be limited to the physical act, but to include the heart desire, where it begins.

“What man is there among you who, if his son asks for bread, will give him a stone?” (CONTRAST) “Of if he asks for a fish, will he give him a serpent?” (CONTRAST) “If you then, being evil, know how to give good gifts (CONTRAST) to your children, how much more will your Father who is in heaven give good things to those who ask Him!” (Mat 7:9-11)

Jesus had just told the people that whoever asks, will receive, whoever seeks, will find and whoever knocks, will find the door opened for them. His point with the contrast statements was to show how gracious and generous our heavenly Father is and how willing He is to bestow good gifts on us.

To catch someone’s attention: Another use of contrast statements is to grab their attention. For example, Jesus said, *“Do not think that I came to bring peace on earth. I did not come to bring peace but a sword.” (Mat 10:34)* Say what?!?! He then explains how people will betray those who follow after Him. And it will be costly.

When Jesus said, *“I send you out as sheep in the midst of wolves”*, not only was it a contrast statement, but also the inspiration for my first sales book, *“Selling Among Wolves – Without Joining The Pack!” (Mat 10:16)* Another example is the common expression, *“either fish or cut bait”*.

RULE NUMBER THREE: *Use Word Pictures*

Jesus spoke in pictures more than anyone I have ever read. Consider these examples from Jesus... *You are the light of the world... Don’t hide it under a bushel. You are the salt of the earth. Don’t lose your flavor. Sheep among wolves. Wise as serpents. Harmless as doves. Pearl of great price. Bread of life. The door. Make tree good or bad. Whited sepulchers. Brood of vipers. Clouds without rain .*

Think of a word picture as a hot link in an online article. When you use a word picture, it's like clicking on a link which takes you to a landing page or some other page with a lot more detail. The beauty of word pictures is that you get all that detail in an instant because it is embedded in the story.

Word pictures are God's way of conveying a concentrated amount of information in a moment. That information impacts the right side of your brain and triggers a host of possible associations. All in an instant. So you can speak volumes in seconds, with well-chosen word pictures.

You've heard It said that "*a picture is worth a thousand words*", but it was celebrated author and CBS newscaster, Eric Sevareid who said, "*one good word, is worth a 1,000 pictures*". Think of it! As I've previously stated, I like to look at the heart of the person I am speaking with and think of it as a blank canvas on to which I can paint a beautiful vision of what is possible.

I had a client that sold a device for installation on school computers that students were learning on. Apparently, students felt it was their responsibility to crash the computer, making it non-functional so they could get out of class.

The device my client sold made it so no matter what they downloaded and regardless of whether or not it crashed, all you had to do was turn it off and back on again, and the entire problem was resolved as if the crash had never even happened.

When selling it, I suggested a word picture, comparing it to a school classroom full of kids with magic markers who were writing graffiti all over the walls. When class was over, all the teacher had to do, was turn the light switch off, and then back on, and the walls would be fresh and clean, as if they had never been marked up.

That made it easy for the teachers to understand and proved to be an effective word picture for them.

I strongly suggest that you look at the most important points of your value proposition and plan out effective, evocative word pictures that

communicate your message in an instant by creating an “Aha!” moment for your prospect or client. People will remember your word pictures far longer than any stats you might throw at them.

RULE NUMBER FOUR: *Use The Power of Story*

Facts shove information to the client. Stories invite clients into the picture. It activates the right side of the brain. It moves the heart. The heart is the seat of emotions and where decisions are made. They are later justified with the mind.

Surveys have shown that stories are up to 22 times more memorable than facts. You can use personal stories, allegorical stories and illustrations. The nonprofit charity, Save the Children raised twice as much money with ads using the power of a good story compared to ads that simply laid out the stark facts, simply because stories pull people in.

Use Parables: We might think of this as religious jargon, but Jesus told short fictitious, figurative stories that portrayed an important truth He wanted to get across. Think of the stories Jesus could have told, but He mostly used short figurative stories that illustrated a truth.

Even the prophet Nathan who confronted David for his adultery, did so with a fictional story about a rich man who stole a poor man’s only lamb. The parables Jesus told are numerous... The parable of the talents... the lost sheep, the lost coin, the field with great treasure, the pearl of great price, a man planted a vineyard, leased it and went on a journey, etc. It seems it was His most common way of communicating.

He always makes the story about someone else, so anyone can easily paint themselves into the story. Your client needs to be able to see themselves in the story. True stories that make the point are compelling. Use where possible.

The longer your story, the fewer of them you should use in a single meeting. The object is not to regale them with stories. Think of a parable as a series of pictures that make a short movie clip. Don’t play the movie. Just the clip.

RULE NUMBER FIVE: *Speak With Authority*

This is not about how loud you speak. It means you can do and have done whatever it is that you are talking about. That gives you authority. Demonstrate or show what you can do or have done. Jesus said His works testified of Him. *“For He taught them as one having authority, and not as the scribes.”* (Mat 7:29)

This authority wasn't because He spoke loudly or shouted a lot. The Hebrew mindset of someone who spoke with authority was that they could do or manifest whatever they were talking about. When Jesus spoke of raising the dead, He could and did do it. When He read Isaiah 61, He was also able to fulfill it. Take a look...

“And He was handed the book of the prophet Isaiah. And when He had opened the book, He found the place where it was written: ‘The Spirit of the Lord is upon Me to preach the gospel to the poor (Preached to and then FED THE 5000);

He has sent Me to heal the brokenhearted (WOMAN CAUGHT IN ADULTERY / CHILD RAISED FROM THE DEAD), To proclaim liberty to the captives (THIEF ON THE CROSS) And recovery of sight to the blind (BLIND BARTAMEAUS To set at liberty those who are oppressed; (ACTS 10:38) To proclaim the acceptable year of the Lord.’” (HIS CENTRAL MESSAGE)

Authority comes from knowing with certainty, because you have done it or helped someone do it, or seen it done. In short, it comes largely from experience.

Jesus had authority before doing His first miracle, before He had His first earthly experience. How was this possible? John 4:1 says Jesus was full of the Spirit. He communed with the Father and knew His destiny and He knew the unseen realm, etc. AND He never, ever doubted it.

Build up your authority by demonstrating who you have helped and how you have helped. Use testimonials. Share personal experiences where the choices you are recommending to them are what you have done and how they are benefitting or have benefitted you.

If you haven't done what you say you can do, you should start doing it now, even for free if necessary, just to demonstrate that you can, and build up a reservoir of proof.

RULE NUMBER SIX: *Be Substantive*

Add value when you communicate or don't speak. Where have you been superfluous? Get a second opinion on your presentation. Have someone give you a critical review. Record it and critique it yourself. You are a professional aren't you?

Jesus words were weighty. He spoke with impact. His words meant something. He purposed to deliver life changing content when He spoke. When He said, *"eat my flesh and drink my blood"* that was HEAVY STUFF. So was, *"take up your cross and follow me."*

Take the time to think before you speak. Build up a reservoir of weighty, substantive knowledge that can inspire and transform.

With Jesus there was no bloviating. Nothing that Jesus said was trivial or light weight.

There was no obfuscation. Jesus didn't blur the truth. He didn't say that if they followed Him, things might possibly be a bit testy. He told them flat out, that if people hated Him, they would hate them. If they persecuted Him, they would persecute them. He warned them that the servant is not above the master. He didn't blur the truth, and it evoked in others a passionate desire to follow Him!

Change your words. Change your life. It is difficult to over emphasize the power of well-chosen words. Think through the key words you will use to make your case. Are they the best? Are there better?

Broaden your vocabulary. I don't mean – learn words that no one understands. I mean stretch your boundaries out. Don't reduce everything to a 3rd grade level when speaking with a client. That may work well in advertising jargon, but when you're one-on-one with the CFO or CEO of a company, you need to be able to communicate at their level.

I have a dear friend and client in Grants Pass, OR. He owns and operates Henderson's Line-Up and SuperSteer. RV owners will drive from the East Coast of the country and plan their vacation around when they can get an appointment with Robert Henderson to evaluate and correct their steering and handling issues.

When I met Robert back in 1999, I asked him to describe his sales process. He told me that when the owner's brought their coach in for evaluation, he would take it out for a rigorous test drive where he would put it through a number of challenging moves to test its response and overall handling. He had a specific route planned out and a set series of maneuvers at key intervals along his route.

I asked him what he called his process. He said there was no name. It was just a test drive. I told him people have an entirely different idea of what a test drive is, compared to what he was providing. I said, "*It sounds like you're doing an RPA for your customers.*" He said he was unfamiliar with that term. I explained that I had just made it up, but it stands for a "Road Performance Assessment".

I went on to explain that no one has a child and then doesn't name it. If they did, the child would be considered illegitimate and obviously not valued by the parents.

His process was amazing and he needed to name it. That's how the RPA became famous across the country with RV owners! He named it and then followed through with such amazing improvement that clients fill his waiting room every year from all over the country just to get his service.

The customers ending up spending much more on their RV per visit than most shops experience, but his customers leave very, very happy and send new business to him every year!

RULE NUMBER SEVEN: *Speak With Passion*

In John 7:37 we see that **Jesus cried out** "*If anyone thirsts, let him come to Me and drink. He who believes in Me, as the Scripture has said, out of his heart will flow rivers of living water.*" (John 7:37-38)

In John 11:35 "*Jesus wept*"

Compassion flows out of passion. In John 11:43 *“He cried with a LOUD VOICE, Lazarus, come forth”*. There was no lack of passion with Jesus!

I have often said that *“selling is the transference of passion”*, or you could say it’s the *“transference of conviction”*. Sadly, too many sales people think that selling is the transfer of information and proceed to do a data dump, which has very little impact.

You could just as easily call that passion, “zeal”, which is what was said of Jesus when he made a whip of cords and drove the money changers out of the temple. The disciples remembered that it was written about Him, *“Zeal for Your house has eaten Me up.”*

Talk about Passion... Look at the cross!!! It was for the joy set before Him that he endured the cross and despised the shame and has sat down at the right hand of the throne of God. (Heb 12:2). Jesus carried passion with Him always and it came out of His every word.

When He was on the cross, we remember His last words... *“My God, My God why has thou forsaken Me?”* We think of those as His last words, BUT the disciples would have known those words to be Psalm 22 – which begins with those exact words and paints the picture of the day Jesus was enduring at His crucifixion! Talk about Passion for God, for His Word, for His mission!!!!

If what you are doing and saying and offering doesn’t move you, how will it move me? Passion is like heat... The closer you get to it, the warmer you get. Let your clients feel the warmth of the passion that beats within your breast.

If you are not passionate about what you are doing, hang it up, find what does move you and go do that. Passion springs from deep conviction. Conviction comes from knowing. The best kind of knowing comes from experience, not just a book. What do you know by way of experience that has formed in you a deep conviction and a strong passion? That is a clue to your most fulfilling future.

My final word on the subject of communication... Don’t believe everything you read, but you better believe everything you say!

CHAPTER TWENTY-FOUR

Maximize Your Negotiating Profits (Thirty-one “right brain” strategies from the Apostle Paul)

“I write to you, knowing that you will do even more than I ask.”
(Philemon 1:21)

Precept # 7 – To maximize profit retention, always negotiate with the desires of their heart (right brain) BEFORE you negotiate with the predetermined constraints of their left brain.

It has been said that in life you don’t get what you deserve, you get what you negotiate! Certainly, it seems that life is an endless series of negotiations with buyers, sellers, merchants, neighbors, siblings, even our spouses. That being the case, can we find a reliable Biblical model to apply to our everyday life?

If so, can we codify it, communicate it and effectively practice it - not to the detriment of any one party - but in the Spirit of Christ, to the edification and enrichment of all? The answer is a resounding “YES”.

Herein, I will attempt to do just that. There are numerous texts we could begin with, but my text of preference is the book of Philemon. Here we find the Apostle Paul living in a Roman dominated world where 60% of the population were slaves. People became slaves for a variety of reasons including defaulting on a debt or being born in the wrong family.

In this setting, we find a man named Onesimus (whose name means “profitable”), and in all likelihood a runaway slave who through circumstances unknown, met up with Paul in a distant city. Paul led him to Christ and wanted to restore Onesimus to his former slave owner, Philemon.

This was not a simple thing, for under Roman law, because Paul had given refuge to Onesimus, he could have been made to pay Philemon for the loss of use of Onesimus during his absence. Furthermore, a

runaway slave was a dead man walking, for if caught he could be punished by death!

Paul's purpose in this letter was to persuade Philemon to receive Onesimus back into his home, not as a runaway slave but as a beloved brother even as he would have received Paul himself.

When Paul spoke, kings listened! We know from church history that Philemon listened. Onesimus was restored and eventually went on to become a bishop in the early church.

Negotiate: *“The ability to communicate information that creates a climate of goodwill and favor (instead of fear) in the changing of opinions, circumstances and agreements.”*

In the sales process, negotiating is much more effective if done after the seller has made a heart decision in your favor. If you begin to negotiate terms, price, etc., before the seller has made that decision, you will find yourself in a much weaker bargaining position.

You only have a certain, limited number of “chips” you can bargain with. Why give them all up before the buyer has settled on the rightness of your offer?

While some concessions up front can make the buyer more interested in your offer, it also creates an expectation of more concessions from you with little effort on their part, later.

The Harvard textbook, *“The Art and Science of Negotiating”* is a very thorough treatment of the subject but sadly includes concepts that I do not condone. One such section is entitled, “Strategic Misrepresentation”.

I don't believe that it's necessary to misrepresent anything to have a positive outcome. In fact, misrepresentation lays the groundwork for mistrust and without trust an agreement is less likely to be reached.

I prefer to stick with the communication style and values Jesus represented and trust Him to give me favor in the marketplace. It seems to work out very well. Here's an example...

I had a client in Ohio that was the biggest service company of their kind in the US. They had a couple hundred employees or more and had been stuck at \$22 million in annual sales for the previous three years.

I was invited in to analyze their sales team and process using my standard BDA (Business Development Assessment) process. The end result of that was they contracted me to train their roughly 70 man sales force. Naturally, I taught them the Moses Questioning Strategy (minus the Biblical references at the time) and the entire training curriculum.

By end of year, the president would have been happy with a \$1 million increase in sales, but instead, we jumped from \$22 million where he had been stuck for three years, to \$30 million.

That success led to a contract extension and the next year, we focused on increasing his profits and were able to accomplish the same result with a much smaller team, while increasing pricing to the market, resulting in a \$2 million improvement in profit!

It was during this time that the president told me about his dealings with the EPA and how, some five years earlier, they had slapped him with a \$500,000 fine, which he had been contesting ever since.

He had hired top notch attorneys, chemical engineers, even a new executive VP, all of whom took a swing at this seemingly immovable, unflinching, completely uncooperative wall of resistance.

The EPA weren't accusing my client of wrong doing. The fault lay with my client's vendor who had mishandled PCB's (a coolant used in transformers) that my client had paid their high profile vendor to destroy in an environmentally safe way.

Not only did the vendor disregard EPA protocols but they then went out of business, so the EPA was holding all of the vendor's customers liable. The list of clients included many power companies throughout the Midwest and hundreds of others involved in the energy business.

My client had been negotiating with the EPA for years and hadn't received one penny of reduction and now they only had two days left, after which the EPA would no longer hear arguments and the penalty would be due.

"*What would you do?*" he asked me. I wondered if I should take a chance and really tell him what I would do. He was a Christian man with a big Scripture verse on the side of their very large building, so I thought maybe he would be ok with what I would really do.

I replied, "*I'd do what Paul did with his friend, Philemon.*" I went on to explain that Philemon was a short letter (just 25 verses) that Paul wrote to negotiate the safe return of a runaway slave belonging to his friend, that Paul had led to faith in Christ while they were both in prison.

Paul disciplined Onesimus in prison and then sent a letter back to his friend, (most likely smuggled out), asking him to not only not have him punished or killed, but to receive him back as though it was Paul himself walking through the front door.

In that day and age, that was a very, very tall order. But Philemon obliged, went contrary to custom and protocol and warmly received him back, not as a slave, but as a brother and friend.

So the logical question is... "*What was in that letter, that so impacted Philemon and how can we translate what was clearly a Holy Spirit inspired letter, into practical, useful, highly effective negotiating secrets?*"

In those 25 verses, I found 31 principles that I have used many times to secure some amazing deals. One of those principles (my favorite) is number 15, "*Re-direct opinion with well-chosen words.*"

Paul writes to Philemon and in verse 10 says, "*...my son Onesimus, whom I have begotten while in my chains.*" In my opinion this is the central and most powerful negotiating skill revealed in this letter.

Paul shapes the argument with his words. He refers to Onesimus as "*his son*". That's a powerful claim. He challenged the supposition

that Onesimus was just a runaway slave. He didn't say, "*I want to talk to you about that useless slave of yours who vandalized your property before he left.*"

Paul wanted to paint a different image in the mind of Philemon. He put the conversation on a whole new level when he claimed Onesimus as his son.

The ability to shape the argument with well-chosen words is critical. To get an idea of how well-chosen words shape an argument; you need only consider the abortion debate.

One side says they are "pro-choice". The "pro-lifers" call them "pro-abortion". The battle rages over ideas using well-chosen words. He who frames the discussion, usually wins. Framing the discussion in well-chosen words can help you carry the day!

In the situation with the EPA, with only 48 hours remaining before they would shut out all arguments, I was handed a stack several inches thick of correspondence from the preceding several years.

I quickly discerned the reason they had made no headway, and wrote and called the EPA directly, using as many of the 31 negotiating strategies I learned from Paul's letter to Philemon.

By week's end, they got back to me and reduced the fine by \$105,000!

Now think of it...

Nearly 5 years of negotiating by seasoned professionals (attorneys, engineers and executives) and not one penny of concession. Then, one phone call and a letter using a Level 2 strategy from the Inner Court and it saved him over \$100K.

To put the cherry on top, he then asked me to negotiate one other very significant concession which would guarantee no further assessments against his company. The EPA said that my client did not qualify for that exempt status, but after further negotiations using the strategies

found in Philemon, they agreed with me to make an exception in this case!

That exception potentially saved my client literally millions of dollars in future penalties, and they knew it! All of their normal, traditional, scientific ways of negotiating had failed, but all the while, they were **JUST ONE WIN AWAY** from everything changing! Once we brought in this Level two strategy, a whole new world of possibilities opened up for them.

That one win not only reduced their “involuntary contribution” by over \$100K, but because they were exempted from further assessments, they could grow their business without the uncertainty of crippling fines potentially in the millions of dollars, being levied against them.

I can't say it enough...

YOU'RE JUST ONE WIN AWAY...

But that is certainly not the exception. More often than not, when I or my clients have invested the time to actually implement the strategy, there has been an astounding result! The problem is that most people have never heard of it, and secondly, it seems strange, almost unbelievable, that the Bible could so effectively model powerfully, effective strategies for use in the business arena.

For example, a client of mine had borrowed millions of dollars from the state to build his modern “assisted living” facility. As the years went by, interest rates fell and fell, but his did not.

He appealed to the state, called them and wrote them many times – for years. He asked for a rate reduction more accurately reflecting current market rates. He was denied. He asked for a payout so he could refinance elsewhere, but they would not oblige him.

That's when he asked me for help. The week before, he tried to set up a meeting with them and include me, but they said there was no point. Nothing was going to change.

I told him there was a strategy we could deploy that I learned from the Apostle Paul, modeled in the little known and often overlooked book of Philemon in the New Testament. Not surprisingly, this struck him as very odd to say the least.

He is a devoted Christian man who gives his life in service to others, but like most people, had never considered that the Bible contained Level 2 strategies for negotiating that could deliver huge results.

I flew up to see him and brought my Bible (which contains this Level 2 strategy in full detail) and point by point, constructed a letter to the state, utilizing as many of the 31 principles we felt could apply.

At our 7 Secrets of the Sale School, we use the full transcript of that letter (with names changed for privacy purposes), to teach you step by step how to create your own powerful negotiating letter.

Then he emailed it to the same person who had been saying “NO” for years, and he waited.

After about two weeks, he heard back.

The state dramatically reduced the interest rate to 3%, reducing his payment by about \$9000 PER MONTH.

That’s over \$100,000 per year in pure cash savings, and he had 14 years left on the debt, so that was a total savings of \$1.4 million. And it all went straight to the bottom line.

With his annual revenues at \$2 million per year and his average net profit of 7%, it would have taken him 10 years to generate enough revenue to earn him \$1.4 million in profit.

But instead, we got ten years of profit – in one day!

Think about that. It would normally take him 10 years of staff turnover, wear and tear on the building, vehicle replacement, dealing with vendors, billing patients, billing the government and a myriad of other daily grind issues to generate \$1.4 million in bottom line profit.

But with these strategies, in one letter, written in about six hours, he got 10 years' worth of profit – without going through 10 years of struggle to eke out a profit!

Little did he know when he first asked for my help, that he was JUST ONE WIN AWAY from an extra \$100,000 of profit per year for the next 14 years!

Not only is this example not unusual, but it's the only kind of result I've experienced when helping my clients in tough situations. That's another reason to think of Level 2 strategies (and there are many more) as the realm of the 60-fold return.

Like all the secrets I've found in the Bible, they are almost always initially met with skepticism or possibly outright derision. That doesn't hurt me in any way, but it sure is a loss to those who decide before they investigate!

Remember: Great deals are made in the negotiation phase.

Fortunes are won and lost in this crucial step. So many sales reps walk away with a deal in hand, but very little profit to show for it. They think they'll make it up in the next deal, or perhaps the one after that. They almost never do.

Applied Biblical wisdom is extremely effective. The biggest variant being the one who is applying it. Maybe you won't get the result you want every time, but what an incredible difference it can make. It can take some time to master these skills which is why I recommend our online school, coupled with the coaching component.

If you haven't already, you should check out the webinar at www.SellingAmongWolves.com to learn how you can acquire the skill and knowhow to negotiate better than the "pros". As they say in the negotiating world, *"Everything is negotiable. Whether or not the negotiation is easy, is another thing!"*

What follows next is a summary of the 31 principles I teach in the online school... I just have the main bullet points here because the

subject is much too big to just be a chapter in a book but it gives you an overview of the overall strategy...

31 STRATEGIES FOR WIN / WIN NEGOTIATIONS

- 1) Appeal to the Heart (Emotions)
- 2) Reduce Conflict by Stressing Common Goals
- 3) Include Others to Increase the Impact of the Decision
- 4) Express Value for the Relationship
- 5) Invest in the Relationship
- 6) Involve Their Good Reputation
- 7) Build on Past Gains
- 8) Affirm their destiny
- 9) Affirm Their Positive Attributes You Would Like to See Manifest
- 10) Affirm Their Influence for Good
- 11) Reveal Your Position of Strength
- 12) Base your Appeal in Humility
- 13) Appeal to their good nature
- 14) Clarify the Topic of Concern
- 15) Re-direct Opinion With Well Chosen
- 16) Express Your Personal Commitment to a Successful Outcome
- 17) Insist the Outcome be Based on Current Facts
- 18) Reveal Other Available Options
- 19) Affirm Your Respect for
- 20) Assume a Successful Conclusion
- 21) Direct Focus to the Positive Side of Negative Circumstances
- 22) Express Mutual Benefits
- 23) Recall Prior Agreements
- 24) Ask for a Decision
- 25) Plan for the Unexpected
- 26) Commit in Writing
- 27) Provide Logical Justification
- 28) Appeal to their motivational gift
- 29) Express Confidence That They Will Do the Right Thing
- 30) Project Ongoing Relationship Based on a Successful Outcome
- 31) Make it easier to agree than disagree

CHAPTER TWENTY-FIVE

Life Without Limits (The secret to success)

“But with God, all things are possible.”
(Matthew 19:26)

DO YOU WANT TO KNOW WHAT’S REALLY LIMITING YOU?

It’s what you believe... What you believe about your company, product or service. What you believe about the economy or your prospect’s ability and motivation to buy.

It’s what you believe about God. Is He mad at you? Has He forgiven you? Does He really love you? Or perhaps you’re not sure He even exists, like the man in this next story...

It was a hot August day here in Florida. The AC in our house knocked out and it would be days before the replacement equipment and the repairmen could do the repairs. They recommended a company that rented portable AC units to keep us cool until they could get there.

Seemed like a good idea and better than a hotel because we could stay in our home and be comfortable with multiple units placed strategically throughout the house.

Now, one of the things you will learn in the 7 Secrets of the Sale School is the importance of tuning into the Holy Spirit. That is something again, that most people are not acquainted with in practice in the marketplace. To their great loss, I might add.

Well, as the man was delivering the equipment and setting it up inside our home, the Holy Spirit asked me a question. It went something like this... *“How do you feel having a man in your home, providing service to you, and as far as you know, he may be headed to Hell?”*

Now I realize that we don’t talk about Hell anymore, but Hell is still real, but Heaven is better. So, I told the Lord I would find a way to engage him in conversation about spiritual matters.

Well, as it turned out, by the time he got everything installed, I had forgotten my promise to the Lord and the young man left, promising to return in a few days to pick it all up once our AC was fixed.

I determined that I would not miss the opportunity to engage him on spiritual matters when he came back. After all, doesn't Proverbs 11:30 teach us that *"He who wins souls is wise"*?

When he came back, he loaded up the equipment and sat down at my kitchen table to write up the invoice and collect payment.

He asked me what I did for a living and I told him that I teach folks how to apply Biblical truth to sales and business. He politely told me that he didn't believe in God, that he only believed in things that could be seen, measured and quantified. He believed in science.

The conversation then went something like this...

Me: *"If you were wrong, would you want to know?"*

Him: *"Sure, but I still have to be able to see it. If you can't see it, it doesn't exist."*

Me: *"Are you married?"*

Him: *"Yes."*

Me: *"Do you love your wife?"*

Him: *"Very much."*

Me: *"Does she love you?"*

Him: *"Of course!"*

Me: *"How do you know? Is it because she cooks your meals? They offer the same service at every restaurant I've been to. Or is it because of your physical relationship with her? You know, you can get that without love as well. Are you sure she loves you?"*

Him: *"Yes, I am."*

Me: *"If her life was in danger, would you try to help her?"*

Him: *"Yes."*

Me: “Would you go so far as to risk your life for her?”

Him: “Without a doubt!”

Me: “So tell me... How is that you only believe in things you can measure, but you can’t physically see or measure love, yet you somehow believe in love so much that you would put your life at risk in a heartbeat, to save your wife from harm even though you acknowledge that you can’t see or measure love? By the way, did you know that the Bible says that ‘God is love’?”

Well he had an epiphany, at which time after a bit more conversation, he prayed with me to receive Christ and to experience the new birth. He walked out with the assurance that there was a God and that God loved him.

Belief goes beyond spiritual beliefs. It includes what you believe about yourself, your abilities or perceived lack thereof. Often tied to that is what you believe about money.

It seems Christians really get hung up on this topic. You’ll never hear two Jews arguing about whether it’s okay to be rich, because they understand the Abrahamic Covenant. But you will hear Christians discussing that all the time. So let me briefly address this...

In Genesis 1, we find the original plan and intent of God. Part of that is what I call the 7-Fold mandate God gave to man in verse 28. The first part of that mandate looks like this...

Genesis 1:28 Mandate (Part 1)

“Be fruitful and multiply; fill the earth and subdue it;”



As you can see, God wanted us to be fruitful, then multiply, fill the earth and subdue it. Fruitfulness precedes multiplication. In other words, before you take on more territory, more responsibility, etc., make sure what you're doing is working well and the kinks are generally worked out.

In sales, that means you begin applying what you are learning and getting a result. Once you've got the training down pat, and you can execute on any level, then you multiply.

Didn't the Lord give the mandate to be fruitful and MULTIPLY! Why then would we strive for only a 10, 20 or 30% increase?!?!?

What wheat farmer would plant a bushel of wheat and be happy with a harvest of 1.3 bushels of wheat in the fall?

That's a 30% increase but would be absolutely devastating for the farmer. In fact, getting 30 million kernels of wheat back (a 30-fold increase) would be a heartbreaker! 50 or 60-fold return is normal. The bible says Isaac got a 100-fold return on his crop.

We've been given the mandate in Genesis to MULTIPLY so let's stop thinking only in tiny increments. Wouldn't you agree that multiplying your results year over year is better than smaller percentage improvements year over year?

But we cower away from the promise and strive instead to simply grow in incremental percentages.

Don't get me wrong, in order to multiply, you will most likely experience incremental growth. But the goal within a cycle (such as a year) is multiplication.

Having said that, I must add that perpetual multiplication is not sustainable in a limited geographic system. For example, you can only double market share so many times before, mathematically speaking, that becomes impossible.

On the other hand, growing too slowly will allow your competitors to occupy the land and control the turf you were wanting to gradually grow into. So what does multiplication look like?...

At a minimum, it means you DOUBLE your sales.

It means never worrying about hitting sales quotas again. It means never worrying about the commission on any deal. It means being able to comfortably pay your bills on time or early.

It means being able to take good care of your family and to enjoy a quality of life with them, taking restful vacations, maybe paying for a private education or quality college for your kids.

It also means having plenty to give for the spreading of the gospel and supporting good works.

We've been sold a bill of goods my friends. That four year college degree for most people just doesn't get them much anymore.

What the marketplace needs now (and has always needed) are people who can generate results. Not just any results. Great results! When you learn how to multiply your results, you will never have to be in lack again.

Now just to be clear, I am well aware of the cautionary Scriptures concerning money and I certainly don't want to explain them away.

Many a person has lost their life or at least the quality of their life, if not their very soul, in pursuit of riches, but it need not be so.

For example, Proverbs 23:5 says, "*Will you set your eyes on that which is not? For riches certainly make themselves wings; They fly away like an eagle toward heaven.*"

I tell folks not to chase riches, but rather to pursue God and His righteousness and all these things you have need of will be added to you.



It's NOT about the Lamborghini...

It's not the yacht or the bigger house. If material possessions are your supreme goal in life, you're missing the point. If you want God to joint venture with you, find out what's important to Him and work towards those goals. He will help you big time! (BTW, He also wants to bless you!)

For most Christians, that's a nice Bible verse (Matthew 6:33) but after years of only seeing it as either a platitude or a formula, it became a way of life for me after one life altering experience...

It was 1994 and I went to Guatemala at the suggestion of a fellow at church who had been a missionary there in the past. He told me that people would love my Bible Incorporated business training and would pay to attend just like they would here in the US.

So, I hired him and sent him to Guatemala city to secure locations and generate interest. We printed up posters, he spoke at churches to let them know when the big day was and we ordered 500 workbooks.

The day of the event, I discovered that the posters that were supposed to say, "Lunch NOT Included", read instead, "Lunch Included".

I had no budget for that, did not charge for that and certainly wasn't prepared for that. But 250 people showed up expecting lunch to be included.

The hotel hosting the event would not let us bring in food from nearby fast food outlets, which would have been much cheaper, so I either had to buy 250 people a nice lunch at around \$30 a plate or explain to them, why the Christian business seminar that promised a free lunch was not actually going to provide lunch.

**Sometimes integrity hurts.
But the people enjoyed their lunch.**

Then to make matters worse, the printer showed up with the fancy printed workbooks, but instead of the 500 I ordered, he brought 5000 and would not give me any unless I bought them all. And there were even bigger difficulties, but you get the picture.

I lost a ton of money on the event but stayed and did three more events just to earn enough local currency to pay all the various vendors. I had maxed out my credit cards and credit line to do this and I was heading back to the States with all my vendors there paid, but I had no money (other than \$300 cash) and there were 2 months of bills waiting for me upon my return.

I was distraught to say the least. I had no idea how I was going to pay bills or even buy groceries and I had no “client work” lined up because I thought I was going to do those seminars all over Central America and do well financially in the process.

**So while shaving one morning,
the Lord spoke to me these words, “*Pursue Me.*”**

I was trying to figure out how I was going to make ends meet and all He would tell me was to **Pursue Him?**

I told Him that if He were a man, I would chase Him and try to tackle Him, but He is not a man. He is not here in the physical realm so how could I pursue Him?

He simply replied with, “*Pursue Me.*”

I pleaded with Him to give me a list of 10 things, 20 things, it didn't matter. Just give me a list of things to do, so I could do those things that would count as pursuing Him.

He replied a third time... “*Pursue Me.*” By this time, I was in tears. I had no idea how to “pursue Him”, so I told Him I would just get up every morning and go into the living room and read my Bible and pray until...

Until He showed up and then stay until He left. That's when I found out that He was always happy to see me and never in a hurry to leave.

My so called "quiet time" with the Lord went from 5 or 10 minutes each day to a minimum of an hour, and more often 3 to 5 hours. He was just never in a hurry to leave. He always seemed to have more to show me.

In one sense, it was stressing me out, because I would have taught people to pray on their own time and get out to work when the sun is up. But He was eating into my day and filling it (and me) with His presence and deep insight and revelation into all kinds of things.

The first thing I remember doing was repenting for my own covetousness. Then, I took the last \$300 that we still had in cash and sent it all to a widow with two small children back in Guatemala via Western Union.

That left me with exactly no money and no credit. I reasoned, if God was going to supply my needs, then, rather than stretching out the \$300 for basic groceries for a couple of weeks and wondering how He was going to come to my rescue when it was finally gone, I might as well find out right now.

Then it happened. My phone started to ring... I had a pre-scheduled speaking engagement in a small church, where I had pre-arranged before I left to not give me an honorarium.

However, the next day when I spoke, the pastor insisted on a small amount of \$200. That at least gave me back some grocery money.

The next day, I got a call from an old friend in Canada who had no idea I had even been in Guatemala. He said the Holy Spirit told him to call and he wanted to know what was going on.

I updated him a bit and then he asked me if I would be willing to come up there and consult for a week and how much would I charge?

I jokingly tell people I was making up a cardboard sign that said, ***"Will consult for food!"*** I told him, *"If the Lord told you to call me*

and ask me up there, then He can tell you how much to pay.” He thought about that for a moment and then asked, *“Would \$5000 plus travel expenses be enough?”*

Heck, I was in such need, I would have gone for \$500. At the conclusion of that trip, we agreed on a monthly retainer for services that meant I had sufficient cash flow to not only catch up, but I could breathe a little.

I kept pursuing God each day and then my publisher called me out of the blue and asked me to do a book, then another and another. Small projects, but all came with a royalty advance and a book packaging fee. When I had pitched books to them before I went to Guatemala, they weren't the least bit interested, but now suddenly, they were.

Then I ran into an old acquaintance who was then a VP at INSP television network. He asked me to do an infomercial featuring my Christian business teaching.

I was excited about that and asked for a royalty advance. They asked what I wanted and I told them. They doubled that amount and we signed a contract. Until that time, I had never had someone insist on paying more than I was asking, nor had I ever had a publisher keep pursuing me for new books to write.

All the while I was spending time each morning pursuing God and all the while, deal after deal came my way. I didn't chase them. I didn't make them happen. The only thing I did was pursue God.

When the focus was 100% on my sweat and effort, there were limits due to time and endurance restrictions. But when I spent time with the Lord and learned how to trust Him, He would make things happen on my behalf that were easy to harvest.

It was during that time, that I realized, that I had always interpreted *“Seek first the kingdom of God...”* along the lines of... “Read your bible, pray and then go out into the marketplace and make it happen (using whatever insight and wisdom, dare I say formula) in your own strength”. I was never really trusting Him to add all these things I needed.

The most important work you can do on any given day, is pursue Him. Pursue Him until you sense His presence. Pursue Him until you don't want to put the Bible down because it has come so alive to you. And then when you sense His rich presence, stay there until that lifts. Don't cut it short, if you can at all help it.

Try it. Not as a legalistic performance based religious duty. Do it, so you can quiet your inner noise and actually hear Him. When that happens, you won't want to leave, and you'll always be eager to return!

I recommend Dr. Jim Richards and his amazing program called Heart Physics if you want to learn more about how to quiet yourself down and connect with the Lord in a life changing, experiential way.

Another warning about money that you hear a lot is found in 1 Timothy 6:9-10. It's a worthy admonition and reads, *"But those who desire to be rich fall into temptation and a snare, and into many foolish and harmful lusts which drown men in destruction and perdition. For the love of money is a root of all kinds of evil, for which some have strayed from the faith in their greediness and pierced themselves through with many sorrows."*

But neither that passage nor the one I quoted in Proverbs are prohibitions about wealth. They are cautionary warnings about motivation, to protect you.

If wealth, in and of itself was wrong, why would God bless Abraham, Isaac and Jacob with so much? Why would God make Solomon the richest man who ever lived if it was somehow wrong? It was God who did that.

As you know, it's the love of money, not money itself that is wrong. Money is merely a medium of exchange that can be used for good or evil. Use it for good.

Some of you have callings to raise up big companies. That takes a lot of money. Some of you, to single handedly fund the building of a church.

Christians have a hard time thinking that big, but did you know that Jesus was asked to go to the home of a Roman Centurion who had built a synagogue for the Jews, to heal his servant?

The centurion wasn't Jewish. He wasn't part of the religious establishment. He was evidently rich and he single handedly funded the building of a synagogue!

Did Jesus rebuke the man for making so much money? No! The man had humility and the fear of the Lord operating in his life as evidenced by what followed next...

“When Jesus got close to the house, the man sent his friends out to Jesus, saying, *“Lord, do not trouble Yourself, for I am not worthy that You should enter under my roof. Therefore I did not even think myself worthy to come to You. But say the word, and my servant will be healed. For I also am a man placed under authority, having soldiers under me. And I say to one, ‘Go,’ and he goes; and to another, ‘Come,’ and he comes; and to my servant, ‘Do this,’ and he does it.”*”

When Jesus heard these things, He marveled at him, and turned around and said to the crowd that followed Him, *“I say to you, I have not found such great faith, not even in Israel!”*

That centurion walked in humility despite his substantial wealth. He demonstrated with his life what Proverbs 22:4 says, *“By humility and the fear of the Lord are riches and honor and life.”*

You know that God desires humility in us. You know the fear of the Lord is a good thing. So why would God reward someone who exemplified those two traits with honor and life **and wealth**, if it wasn't a good thing?

As a follower of Christ you can and should walk in humility. Don't be surprised when God rewards that with financial blessing, as well as honor and life.

Not only was the Centurion wealthy, but Jesus honored him by coming to his house. He also brought life, by healing his servant! A total fulfillment of Proverbs 22:4!

Should you opt to go through the 7 Secrets of the Sale School, you're going to learn a lot more about all of this and create a ton of value in the marketplace in the process, which will as a result, earn you a lot more money. Here's why wealth creation is so important...

1. It enables you to provide well for your family. (*"But if anyone does not provide for his own, and especially for those of his household, he has denied the faith and is worse than an unbeliever."*) 1 Timothy 5:8
2. It enables you to leave an inheritance. (*"A good man leaves an inheritance to his children's children."*) Proverbs 13:22
3. It enables you to advance God's kingdom. (*"And how shall they hear without a preacher? And how shall they preach unless they are sent?"*) Romans 10:15
4. It helps you make a lasting impact on the culture: *"And God is able to make all grace abound toward you, that you, always having all sufficiency in all things, may have an abundance for every good work."* (2 Cor 9:8)

If you're afraid to make too much money, then cut your hours back and work even less. If that's still too much money, learn to be even more generous. Either that or just keep doing what you've always done. That should keep you in modest living for years to come. (-:

I want to close out this chapter with one amazing story that demonstrates how you can live life without limits, but trusting in God for Him to bring multiplication to your life...

What I am about to tell you in many ways resembles this story found in Luke 5:1 – 9... *"So it was, as the multitude pressed about Him to hear the word of God, that He stood by the Lake of Gennesaret, and saw two boats standing by the lake; but the fishermen had gone from them and were washing their nets. Then He got into one of the boats, which was Simon's, and asked him to put out a little from the land. And He sat down and taught the multitudes from the boat."*

When He had stopped speaking, He said to Simon, 'Launch out into the deep and let down your nets for a catch.' But Simon answered and said to Him, 'Master, we have toiled all night and caught nothing; nevertheless at Your word I will let down the net.'

*And when they had done this, they caught a great number of fish, and their net was breaking. So they signaled to their partners in the other boat to come and help them. And they came and filled both the boats, so that they began to sink. When Simon Peter saw it, he fell down at Jesus' knees, saying, 'Depart from me, for I am a sinful man, O Lord!' For he and **all who were with him were astonished** at the catch of fish which they had taken;”*

Peter, James and John took a break from washing their nets and just listened to Jesus teach. Good thing they were partners instead of employees or they might have been fired for slacking off.

Then Jesus tells them to go out to the deep water and **expect a catch**. They almost sunk two boats with the amount of fish they brought in. The only limit really was the size of their boats.

So fast forward to August 31, 1979... I had a goal to set a personal sales record and hopefully win a contest in the process. The contest was for three months ending on August 31st.

By August 1st, I had already achieved the sales quota for the three-month period and I still had one month to go. The way our month-ends worked, we actually had five full weeks that month to sell and my prospects for success looked very good at the beginning of the month.

Two weeks into the month however, things had changed and I had not gotten any sales under my belt. As I would pray about it, the overwhelming sense I would get from the Lord was to simply trust Him, so I continued.

Two more weeks passed and not only did I still not have any sales under my belt but every prospect I had for making a sale had evaporated into thin air.

The Lord was still saying to my spirit, “*Trust Me.*” Our sales quota was four units per month or \$22,000 in revenue and I had never had a zero month before and I was getting nervous.

It was week five... Monday, Tuesday, Wednesday and Thursday all came and went in the last week of the month without any sales whatsoever.

On the eve of the last day of the sales contest where I had been hoping to shatter previous records, I was sitting on a zero month! To make matters worse, I had no one ready to close a sale. Just some long shot prospects from cold leads that hadn’t purchased from me before.

Around midnight, one of the salesman with whom I was competing, offered to pray for me. We sat there in my office; my head bowed and as he prayed, something quite unusual happened.

It was like a video clip started playing in my mind. I can’t remember what he prayed but I vividly remember the video clip, and in that clip I saw myself standing in the shallow end of a swimming pool with Jesus beside me.

As the scene unfolded in my mind, it was like it was really happening and Jesus asked me if I wanted to be baptized? He suggested that if I wanted, I could stay under the water for sixty seconds while He baptized me, by supernaturally enabling me to breathe under water.

In this video clip or vision, I accepted His offer. After sixty seconds, I emerged from the water, gasping and breathing excitedly saying, “*I did it! I did it!*”

That’s when I realized that although I was under water for sixty seconds, I had done it in my own strength. I never inhaled while under water. The video clip helped me understand that although I said I trusted Him, in fact I was relying on my own strength and ability.

I didn’t quite know what to do with that understanding but the next morning I took my list of calls and instead of being uptight about the outcome, I completely left the outcome to the Lord and I just went along for the ride.

The first place I called on, told me I was lucky to catch them because they were leaving early for Labor Day weekend, but they would listen to what I had to say. They listened and they bought a copier.

The second person I called on told me the same thing and they listened and then purchased a copier. The third person I spoke with that day bought a copier and then the fourth. I had hit my monthly quota in my first four calls!

I called my boss who asked me how I was doing and I told him that I was inhaling! I think he took me literally! (But I would explain later.)

The fifth, sixth and seventh company I called on all bought copiers. A major hospital in my territory called in out of the blue and gave a purchase order for my eighth sale that day.

The ninth, tenth, eleventh and twelfth prospect – in a row – all bought copiers that day.

At about 5:30 I came into the office with \$56,000 worth of signed orders and checks only to find out there was a message from someone who wanted us to mail them a brochure for our new reduction copier.

I got back in my car and drove it over to them, as they were still at the office. An hour later I walked out with a \$10,000 order bringing it to thirteen sales in a row for a total of \$66,000 worth of business, which in itself was a three-month quota.

You need to understand that only 15% of the company reps would ever achieve \$66,000 worth of business in a three month period. I experienced it all in one day... from prospects that were not on my “hot list”. They were either at the bottom of the barrel long shots or not even on my radar!

I believe I experienced a little of what it must have felt like when Peter obeyed Jesus and went out to the deep (where risk meets opportunity) and let down his net for a catch and then caught the biggest haul of his career.

Clearly, it wasn't about Peter's fishing skills; it was about God's intervention in the affairs of individual men. For me, I knew it wasn't about my great selling skills or charming personality.

It was about God showing Himself strong to anyone who will trust Him for the outcome. Since then, I can truthfully say that I've had other stories, equally or more impressive, all of which happened when totally throwing my trust on Him where my previous limits were tossed aside and I was stretched as I learned to trust Him for more.

In the 7 Secrets of the Sale School, I will get into those stories more in-depth, but the purpose of them is to teach you how to experience life without the limits you've become accustomed to accepting.

CHAPTER TWENTY-SIX

WHAT COMES NEXT?

(In the valley of indecision,
lay the skeletal remains of many a worthy plan.)

*“How long will you falter between two opinions?
If the Lord is God, follow Him; but if Baal, follow him.”*
(1 Kings 18:21)

I wrote this book knowing I was going to give it away. Most people write books in hopes of becoming a best seller and getting a big payday.

But I wanted to invest in you first, by taking the time and considerable effort to tell you about what you can expect to learn and see happen in your own life.

It took me roughly 45 years to pull together the incredible lessons and strategies for success in sales and business. If I was just researching theory, it would have only taken a few years, but I refused to teach something until I could bear it out in the marketplace and confirm its veracity!

That multiplied the number of years it took to get here and I treasure every bit of what I have learned. I better understand what was meant by Thomas Paine when he said, *“What we obtain too cheaply, we esteem too lightly.”*

As one highly paid speaker said recently, *“I’ve invited my friends and family to be part of my inner circle business group for free, that other members paid \$25,000 to be part of. Not one of my friends or family has turned what they learned into a successful business, but nearly all the paid members have!”*

In my case, I am hoping to meet you through our online training and LIVE coaching sessions. Naturally, there is an investment for it, but it pales in comparison to the value you will receive.

Do you remember the story I told you about the assisted living facility where we used the Negotiating Secrets of the Apostle Paul to renegotiate their long term interest rate, saving them \$1.4 million?

Would it be worth \$10,000 to you, to be able to do that? Not just once, but anytime you found yourself in high stakes negotiations. What if it only got you 10% of \$1.4 million, would that be worth it to you? That's \$140,000. I suspect that would be an easy decision for you.

But I realize, you might not have any high stakes million dollar negotiations right now. So what if it only got you 10% of 10% in actual savings, would that be worth investing \$10,000?

What if the Moses Questioning Strategy I showed you was something you could learn in-depth and master?

What would it be worth to you to be able to salvage deals by asking the right questions modeled by Moses?

What would it be worth to you to gain one extra deal a month, or even one a year for the rest of your life using that strategy?

If you followed what I showed you in the Blueprint that God gave Moses where you learned the Science of Selling, (that simple but powerful process modeled by the mystery of the Inner Court), that brings prospects from INTEREST to DESIRE and then to JUSTIFICATION by way of WISDOM, do you think you could be successful?

I believe you would not only succeed but do so wildly! Though my clients have paid me well into the six figures to train their teams, you can actually get even more value through the 7 Secrets of the Sale School because I am putting all the in-depth, step-by-step training into highly practical, easy to watch video training sessions.

Of the approximately 120 video lessons, some of them are very short and to the point. Others are longer and more in-depth. They all come with notes and/or PowerPoint slides.

But listen, If you become part of my three month intensive training, you will be invited to LIVE online group training as well as individual personal assistance. This is all explained in our free training session found at www.SellingAmongWolves.com.

If what you learn in the 7 Secrets of the Sale School earned you six or seven figures more over the next few years, or even in much less time, as it has for many of my clients, how much would you be willing to pay? Think about that seriously for a moment.

Did you know...

Average 4 year Business Degree	\$ 93,056
MBA at a top school	\$100,000+ per year
Massage Therapist	\$ 5,000 – \$ 20,000
Beauty School	\$ 10,000 – \$ 20,000
High risk investing courses	\$ 5,000 – \$ 25,000

If all the 7 Secrets of the Sale School did for you was boost your income by 30%, what would that mean to you over the next five years in total income? How about the next 10 years?

But if you only had a 30% increase, I would be disappointed because I know that multiplication is possible. 30% is something that happens when you are learning to be fruitful and beginning to master the strategies and techniques found in the Blueprint.

It may be okay for your first year, but after that, you should shoot for at least double.

One of my secrets that really helped me along the way, is that I always set my goal at five times quota. Only 15% of the sales force in any given month would even achieve quota, but I was never satisfied with making quota. So I aimed for multiplication.

And though I was always promoted to manage others before I could hit the multiplication targets I had set for myself in sales, it was normal for me to hit a multiple of quota in the two to four range.

But, if all this did for you was bump your income by 20% for the next five years, would it still be worth \$10,000 to you?

What you will learn in the 7 Secrets of the Sale School has earned some of my clients far more than their business degree or MBA ever did.

As I write this book, the first responders to my training program will not be paying anywhere near the \$10,000+ value of the course. That will change after the early adopters go through the program.

ONE BIG THING

Do you remember David from earlier in this book?

He was a fictional character based on a real life David I'll tell you about in a minute.

People like David, take self-responsibility and self-education very seriously. They understand the high cost of ignorance.

They invest in their education and acquire "ninja like" skills others are mystified by.

The ideal David (or Debra) has learned to walk fearlessly among wolves, not intimidated by their snarling or deceptive ways.

They have discovered the ways of God and the hidden strategies buried in His Word, just waiting to be discovered anew.

The ideal David walks by faith, possesses unshakeable confidence and is unflappable in any setting.

His presentations are fluid, his negotiations skillful and his closings are smooth and devoid of pressure or manipulation.

His peers see him as an enigma, a mystery, something they just don't understand. He excels in sales, making more money (by far) while working considerably less than all the "Martys" around him.

Oh yeah... he smiles a lot!

On the other hand...

The sales world is full of "Martyrs". Their name may be Bill or Rob or Susan or Sherrie, but they have Marty's characteristics.

They're decent, hardworking people. Some are new to sales. Others have been there for decades.

They've been to the seminars or listened to the latest sales programs.

Sometimes the pressure of the need to make that next sale tempts them to not fully disclose all the facts or to let the prospect believe something that is not quite true.

After a slow start in sales, they find themselves settled into the uneasy comfort of the status quo, somewhere in the middle of mediocrity.

There's a word for that... Average. And God didn't call you to be average. Average impacts no one for the good.

Inside, they want more, but they just don't want to compromise their value system.

They've tried on the "wolf suit" but when push came to shove, they rejected it.

Want to know why? It's not who they are!

And I'm guessing, it's not who you are either!

Along the journey, the seeds planted in the real life David by me and others took root and now, his love for God and others, is evident to all who know him!

Today David exemplifies all that is good about sales and life.

He has a beautiful wife, in the business he loves, and works at the speed of peace. Here's what David had to say some thirty years later...



"Michael Pink began to make a difference in my life the moment he entered it. I had started a 27 year successful sales career in a totally unsuccessful way...

I had great work ethic but the results just were not there. He turned all of that around beginning with one lunch. Once he found out that I had strong principles, he believed in me, before I believed in myself.

In one year I went from last to first on my team and never looked back.

Michael wore his faith like I wanted to. He was a tireless advocate of his team and the best teacher of the art of selling I've ever known... In my opinion everybody needs some Michael in their life." **David Gentry, Business Owner,**
www.RunSpotRunNashville.com

If you're ready to become a David. And by that I mean, if you're ready to increase your sales and income without selling your soul...

If you're ready to learn a whole new skill set and accelerate your sales and income without losing your peace or working 10 X harder...

Then you're probably ready to experience some truly amazing results and stunning outcomes in your life and the 7 Secrets of the Sale School may be a good fit for you.

THREE QUESTIONS ONLY YOU CAN ANSWER...

1. Are you meeting or exceeding your sales and financial goals?

Be honest with yourself. Are you experiencing any financial constraints right now? If you're not where you want to be, then ask yourself the next question...

2. Will the thing (system, training, extra effort, etc.) you've been depending on to bridge the gap between where you're at now and where you want to be, actually get you there in the timeframe you desire?

Think this through carefully. It may be a great tool or a wonderful motivational series, but is it really giving you the forward momentum you had hoped for when you initially started with it? If not, then you must answer the next question...

3. What will it cost you in lost opportunity, lost income, etc., if you don't find the right tool, the right "way" of bridging the gap between where you are now, and where you want to be?

Take this question very seriously. Think in terms of this year, the next five years, even the balance of your career. Put a number to what things look like if nothing changes and what it looks like if you actually achieve your goals.

The difference between those two numbers is the cost of inaction (or misplaced action).

If you answered "No" to the first two questions, you know you need to do something different. Here are your choices as I see it..

1. Ignore this and keep on doing what you've always done but hope for a different outcome. (Definition of insanity)
2. Take what you've learned here and try to figure it out yourself. Some people prefer to work it out themselves. If that's you, I wish you well and hope you'll let us know how you fare. It might not take you 40 years like it did for me.
3. Get involved in our online training. Consider adding the optional coaching component and be part of a community with one year of unlimited access to ask questions and get help.

THE REAL QUESTION IS THIS...

Is it worth risking some of your time to check this out, which even if it does half of what I've shared with you, will literally pay for itself the first time you get a win from just one of the strategies!

Remember: Money replenishes, but time does not...

In other words, when you make an investment, or spend money on anything from travel to flat screen televisions, you may regret the choice you made, but you will replace that money with new money you earn. That's because money replenishes.

But if you decide to do this the slow way or not at all, and then a year or two from now you wish you had proceeded and been earning the extra income that was possible, there is absolutely nothing you can do to get that lost year or two back.

As I've said all the way through this book, **"You're just one win away from changing your life."** It's like throwing the switch on train tracks that actually changes the direction. You're just one switch away from getting on course to the future you've always wanted!

Go now to www.SellingAmongWolves.com and register to join me for a free LIVE event where I share everything that is included with this one-of-a-kind training and coaching program.

Thanks for reading this book. I look forward to seeing you on the webinar and later as one of our students!

God Speed!