

Sales Techniques Similarities to and Helpful for Christian Witness

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Art is an award-winning chemical salesman and product manager and has sold over 60 million dollars of products nationwide over a period 30 plus years. He also served as a Product Manager teaching salesmen the art of selling specialty chemicals to multiple products manufactured in 14 different industries that ranged from the steel mills, to food, drug, personal care and specialty chemical manufactures. The intention of his listing of the following 10 similarities is to show there are many similarities in commercial sales and Christian witness but yet very different perspectives in terms of time and substance.

Art, a devout Christian believer in the Triune God, was heavily motivated by his Christian Biblical reference points to carry out his daily tasks of selling and teaching. It is the essential work of the Holy Spirit which enables a person to believe in Jesus Christ. (1 Corinthians 12:3) However, we can be ever more effective in being the witnesses for Jesus that he has called us to be. (Luke 24:45-49; Acts 1:8; Hebrews 12:1) Consider carefully these valuable sales tips and their application to communicating effectively with others about Jesus Christ. We can learn much from a successful salesman that will help us be more effective catalysts for the Holy Spirit to use what we say to help people understand, believe in, and follow Christ Jesus as our only Savior and Lord.

1. *Getting to know you! Build up trust.*

Sales: Establish a comfortable environment in which to meet, such as a restaurant, fishing, golfing, or whatever the person would prefer.

Christian: Approaches are the same.

2. *State clearly up front what is your personal philosophy on selling or Christian living.*

Sales: How can I make your life better?

Christian: How does my Christian belief make my life better?

Bible: “do not be **anxious** about anything, but in everything by prayer and supplication with thanksgiving let your requests be made known to God. **And the peace of God, which surpasses all understanding, will guard your hearts and your minds in Christ Jesus.**”
(Philippians 4:6-7 NASB, emphasis added)

3. Learn what the needs are.

Sales: Take an interest in and learn about how their business functions and where they need help. If you are asked questions that you don't know the answers, assure prospect you get answers and get back to him(her). If you know the answer(s), your lead response could be "Did you know?"

Christian: Learn about their family and where they may have either physical or spiritual needs. Questions are sometimes posed that are spiritual in nature that a Christian may not be able to answer. The only one we know who is all-knowing who can answer spiritual questions is Jesus through the Holy Spirit with no time line guarantees.

Bible: "No one was able to answer a word, and from that day on no one.... dared to ask him any more questions. No one could answer ... word in reply, and from that day on no one dared ... more questions. No one could answer him. And after that ..." (Matthew 22:46 NASB, emphasis added)

4. How do you compare and contrast to your competition?

Sales: We offer products and services that our competitors don't.

Christian: Our competition is not commercial but rather spiritual, and Jesus is the only way to have eternal salvation.

Bible: "For I am not ashamed of the gospel, because it is the power of God that brings salvation to everyone who believes: first to the Jew, then to the Gentile" (Romans 1:16 NIV)

"Jesus answered, 'I am the way and the truth and the life. No one comes to the Father except through me.'" (John 14:6 NIV)

5. Match up the needs of your prospective customer with the goods or services you offer.

Sales: Based on the needs analysis don't sell what prospective customer does not need. If a customer needs only 100 Gallons, don't try to sell him 500 Gallons.

Christian: Don't lecture on what you think person needs but rather what the person can gain by expanding his or her spiritual knowledge.

Bible: "They replied, 'Believe in the Lord Jesus, and you will be saved—you and your household.'" (Acts 16:31 NIV)

6. How does your organization offer further assistance to you with their staff?

Sales: Customer service and emergency staff availability. A business prospect became a customer because service arrangements were made by salesman to make shipments to him on weekends.

Christian: The church staff is available in emergencies **no matter what the individual or family circumstance**. It provides services as child care, financial aid, pastoral availability, nonperishable food.

7. How do you deal with conflict resolution questions?

Sales: A salesman is an ambassador for handling conflict, and he leads the way to getting resolution. Example: A substitute manager from another department filling in for a vacationing credit manager made a decision to not ship an order because the client had a bill outstanding for 120 days. The company's relationship with the customer was seriously injured. The salesman acted quickly and arranged to have the order shipped in exchange for the owner of the company agreeing to work out a payment plan with the credit manager when he returned from his vacation. Relationship restored!

Christian: The church through their leadership *staff guides people who have been trained in dealing with conflict*.

Bible: [Jesus said] **“Come unto me, all ye that labor and are heavy laden, and I will give you rest. Take my yoke upon you, and learn of me; for I am meek and lowly in heart: and ye shall find rest unto your souls. For my yoke is easy, and my burden is light.”** (Matthew 11:28-30 KJV)

[Jesus said] **‘If your brother sins against you go and show him his fault, just between the two of you. If he listens to you, you have won your brother over. ¹⁶But if he will not listen, take one or two others along, so that “every matter may be established by the testimony of two or three witnesses.” ¹⁷If he refuses to listen to them, tell it to the church; and if he refuses to listen even to the church, treat him as you would a pagan or a tax collector.’** (Matthew 18:15-17 NIV)

8. What type of warranty or guaranty is offered?

Sales: Could be as long as a Life Time.

Christian: Promise to last eternally.

Bible: *“For God so loved the world that... whoever believes in him will have everlasting life.”* (John 3:16 NJV, emphasis added)

9. What evidence do you offer to back up your offer of guarantees?

Sales: A Printed Warranty

Christian: The Bible

Bible: *“After that, He (Jesus) was seen of above five hundred brethren at once; of whom the greater part remain unto this present, but some are fallen asleep.”* (1 Corinthians 15:6 NKJ)

“All Scripture is God-breathed and is useful for teaching, rebuking, correcting and training in righteousness, ¹⁷so that the man of God may be thoroughly equipped for every good work.” (2 Timothy 3:16-17 NIV)

10. Could I see your Facility?

Sales: Set an appointment.

Christian: Invite the person to join you in a church service, or another church activity, or in your home.

Bible: *“Meanwhile a Jew named Apollos, a native of Alexandria, came to Ephesus. He was a learned man, with a thorough knowledge of the Scriptures. ²⁵He had been instructed in the way of the Lord, and he spoke with great fervor and taught about Jesus accurately, though he knew only the baptism of John. ²⁶He began to speak boldly in the synagogue. When Priscilla and Aquila heard him, they invited him to their home and explained to him the way of God more adequately.”* (Acts 18:24–26 NIV)

These ten tips could very well help you as you bear witness and engage the public square in accordance with our responsibility to seek the peace and prosperity in the locale where God has led us. (See Jeremiah 29:7 NIV; Matthew 5:13-16 [salt and light] NIV; and 1 Peter 3:15-16 NIV.)