

A man in a grey suit jacket, light blue dress shirt, and striped tie is pulling open his shirt with both hands. Underneath, a white t-shirt is visible, featuring a large red question mark in the center and several smaller red question marks scattered around it. The background is dark and out of focus.

Ask More Questions  
**PART 4**

## Sun Tzu – The ART OF WAR (500 B.C.)

- Sun Tzu mastered the military science of ancient China and created the military doctrine of asymmetrical warfare.
- According to it, an attack on the enemy should begin only after the enemy has no opportunity to either defend or counterattack.

# 7 Questions He Had To Have Answered

- “Which sovereign is imbued with the moral law?” STRONG OR WEAK?
  - Ethics, natural law
- “Which of the generals have the most ability?” STRONG OR WEAK?
  - Skill, leadership, experience, knowledge, adaptability, innovative
- “With whom lie the advantages of the heaven and the earth?” WHAT IT IS?
  - Heaven = timing and weather (seasons, time of day, etc)
  - Earth = 6 types of terrain
- “On which side is discipline most rigorously enforced?” STRONG OR WEAK?
  - Obedience, hierarchy, operational efficiency, accountability, preparation, predictably reliable
- “Which side has the stronger army?” STRONG OR WEAK?
  - Number of troops, training and discipline, morale and motivation, experience, cohesion
- “On which side are the officers and men more highly trained?” STRONG OR WEAK?
  - Skill proficiency, discipline, adaptability, teamwork, fitness, morale, confidence, knowledge
- “In which army is their greater consistency in both rewards and punishment?” STRONG OR WEAK?
  - Carrot and stick

A group of people in a desert landscape, likely the Israelites, walking towards a mountain range in the distance. The scene is dimly lit, suggesting dusk or dawn, with long shadows cast on the sand. The people are wearing traditional robes and some are carrying staffs. The background features rugged, rocky terrain and a prominent mountain peak in the distance.

# THE MISSION... (Moses 1300 B.C)

*“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 see the land, (1) what it is?’*



# THE MISSION...

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*“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 see the land, (1) what it is? (2) Whether the people who dwell in it are strong or weak?’*



# THE MISSION...

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# THE MISSION...

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*“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 see the land, (1) what it is? (2) Whether the people who dwell in it are strong or weak? (3) Few or many? (4) Whether the land they dwell in is good or bad?’*



# THE MISSION...

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*“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 see the land, (1) what it is? (2) Whether the people who dwell in it are strong or weak? (3) Few or many? (4) Whether the land they dwell in is good or bad? (5) Whether the cities they inhabit are tents or strongholds?’*

A desert landscape with mountains and a caravan of people in the distance. The scene is dimly lit, suggesting dusk or dawn. The mountains are dark and rugged, and the desert floor is sandy with some sparse vegetation. A caravan of people, some on camels, is visible in the distance, moving across the desert. The overall mood is one of exploration and adventure.

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A desert landscape with mountains and a caravan of people in the distance. The scene is dimly lit, suggesting dusk or dawn. The mountains are rugged and dark, with some snow or light-colored rock visible. The caravan consists of several people on camels, moving away from the viewer into the distance. The overall mood is somber and adventurous.

# THE MISSION...

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A desert landscape with mountains and a caravan of people in the distance. The scene is dimly lit, suggesting dusk or dawn. The mountains are dark and rugged, and the caravan is a small group of people on the horizon. The overall mood is one of exploration and adventure.

# THE MISSION...

*“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 see the land, (1) what it is? (2) Whether the people who dwell in it are strong or weak? (3) Few or many? (4) Whether the land they dwell in is good or bad? (5) Whether the cities they inhabit are tents or strongholds? (6) Whether the land is fat or lean? (7) And whether there is any wood? Be of good courage and bring some of the fruit of the land.’” (Numbers 13:17-20)*

# Moses Questions – 3 Categories

- Circumstantial
- Obstacles
- Opportunities (Bring back tangible proof)
  - Much like the days when America was giving away land to early settlers. They heard about the well watered land and open spaces.

# Circumstantial – See the Land, What it is

- Sun Tzu concluded there were 6 types of terrain. In marketing you have warm and cold markets, demographics, psychographics, geographics, pneumographics
- Unaware: clueless there's either a problem or a solution
  - Educational and Inspirational marketing
- Problem aware: Houston – we have a problem – unaware of a solution
  - Call out the pain
- Solution aware: They know there's a solution but don't know what it is
  - Differentiate yourself / USP / Compare solutions (which eliminates the need to search further)
- “You” aware: They know about your solution but evaluating with others
  - Highlight what it means to them. Provide social proof
- Most aware: Favorably disposed
  - Reinforce brand loyalty / focus on retention
- SALES: Find out about their business, their life, their history,

# Opportunity Questions

- Important to Focus on the Reward
- Is the land good or bad?
  - Suitability for habitation
  - Qualifying metrics
- Is the land rich or poor?
  - Economic potential
  - Indicates potential pain – How are things working?
- Are there any trees?
  - Timber to build
  - Olive trees and other fruit trees for food – recurring revenue (further defines the prospect's potential purchasing power)

# Obstacle Questions – The Obstacle is the Way

- Important to know and address the obstacles
- Are they strong or weak? Few or many? Tents or strongholds?
- First identify who is putting up the resistance?
  - Competitors? Competing interests within the company?
  - Mindsets and beliefs? Who or what are you up against?
  - How strong is that argument or competition?
  - What do you like about your current solution?
  - If you could change anything about... If you owned 51% for a day, and could...
- How many reasons do they have? How many blockers do they have?
- Tents: Long term or short term thinking? Here today – gone tomorrow.

# The Obstacle is the Way

- The obstacle is the way: This idea suggests that obstacles are not barriers to progress but rather opportunities for growth and advancement. Instead of avoiding or lamenting obstacles, one should confront them directly and use them as a means to develop resilience, strength, and wisdom.
- The more heavily guarded, the better the opportunity. For example, Fort Knox, Greer Smyrna.
- Always look for the silver lining.
- Remember... The sun is always shining!

# The Obstacle is the Way

- Joshua: Only do not rebel against the LORD, nor fear the people of the land, for they *are* our bread; their protection has departed from them, and the LORD *is* with us. Do not fear them.”
- Jesus: *“But we preach Christ crucified, to the Jews a stumbling block and to the Greeks foolishness, but to those who are called, both Jews and Greeks, Christ the power of God and the wisdom of God.”*
- Jesus: *“Behold, I lay in Zion a stumbling stone and rock of offense, And whoever believes on Him will not be put to shame.”*
- Jesus: Jesus said to him, *“I am the **way**, the truth, and the life. No one comes to the Father except through Me.*

# What Are The Obstacles Most Hindering You Now?

- Obstacles constrain your ability to advance
- What is your biggest constraint right now?
- You won't grow until you identify and remove the constraint.
- Many *are* the afflictions (distress, heavy, vexing) of the righteous, But the LORD delivers him (frees them) out of them all. (Psalm 34:19)

# What are the chances?

- Signed with competitor 1 day ago and Fedex'd contract with check.
- Had equipment installed on trial basis for 30 days so was already in production.
- Paid \$15,000 less for what he said was "the very same thing."
- Introduced Moses Q Strategy
- Heard the Holy Spirit say...



# Moses Questioning Strategy

Numbers 13:17 - 20

