

*“Through **wisdom** a house is built,
And by **understanding** it is established;
By **knowledge** the rooms are filled with all precious and pleasant
riches.” (Proverbs 24:3-4)*

Through wisdom a house is built. Wisdom knows HOW to build a house

Two sides to the wisdom equation...

1. What is the prospect’s “wisdom” (what are they building and how?)
2. What is the wisdom you’re presenting and how will it benefit the prospect?

What is the prospects wisdom? What are they building and HOW?

In sales, you must find out what they are trying to build. What is their objective?

Warning: Many times people are trying to build something that will not accomplish their why.

They may be building on sand vs a solid rock.

They often prescribe their own idea of a solution, but it’s not what they need. The solution they’re looking for may not contribute very effectively to what they’re building.

“What solution are you considering?”

“How did you come to that choice?”

“What are you hoping that option will provide for you?”

You want to know what they are trying to build (accomplish) so you can introduce them to your better way and reveal HOW your product or service will better meet that need. (But not until you've asked some more questions.)

In order for you to demonstrate that you know HOW to build that "house" in a much better way, resulting in a much better house, you must thoroughly understand what exactly they are trying to build (accomplish).

If you're trying to interest them in a product or service that they're not yet looking for, ask questions that expose weaknesses or pain they may be experiencing or will experience, that your offer solves.

For example... *"Do you think the education your son or daughter is receiving today is preparing them well for future success in life?"*

If yes, *"How so?"* (Probe for weaknesses in the thing they are trusting that you solve.)

"What about developing their giftings? Their goals? Soft skills like communication, collaboration or critical thinking for decision making?"

If no, *"What steps have you taken to help your child succeed beyond the normal things like teaching character and good habits?"*

"Would you like to give your child a big head start when they finish their schooling?"

"What if the mistakes due to ignorance and lack of proper preparation that cost many people advancement opportunities and years of running on the hamster wheel but getting nowhere, could be eliminated simply

with proper preparation, that can be accomplished at home as part of their life learning experience?”

The HOW part should include questions like, *“HOW are you doing it now? HOW is that working out for you? How you think it should be done? What have you tried? How is that working? Why is it not working? What are the causes and implications of it not working well? Also, could it be better? If so, how? Is that as good as it could possibly be?”*

Ppsychologist – Why are you building this?

Attorney – Will the “what” you’re building, satisfy your why? Logical?

Investigator – What are you building and how?

Doctor – Prescribes a solution

What is the wisdom you’re presenting and HOW will it benefit the prospect?

Wisdom has built her house... HOW will you build their house?
Proverbs 9:1-6 will tell you HOW...

*“Wisdom has built her house, She has hewn out her seven pillars;
2 She has slaughtered her meat, She has mixed her wine, She has also [a]furnished her table. 3 She has sent out her maidens, She cries out from the highest places of the city, 4 “Whoever is simple, let him turn in here!” As for him who lacks understanding, she says to him,
5 “Come, eat of my bread And drink of the wine I have mixed. 6 Forsake foolishness and live, And go in the way of understanding.”*

See has hewn out her seven pillars

Pillars provide structural support to ensure shelter from a roof. Also used to elevate one’s status because of their aesthetics and cost.

Pillars: The main features or ways your product or service provides shelter or possibly prestige.

What are the fundamental (core) pillars (elements) of your offer?

For example, *“Focus Life Institute offers the full DISC profile, 3 modules addressing Character, Soft Skills + Career Direction, each with 10 courses to prepare your child for life.”*

Steve’s pillars are: Advanced Physical Security, Video Surveillance, Data Cabling and Sound Masking. These are the main things he offers... the pillars of his business. Without those items, he would not have a business, or at least not the one he is in.

She has slaughtered her meat

What is the meat of your offer? Your meat is the benefit. What is going to get my mouth watering and my stomach growling?

People may find your pillars inviting at your house, but they really want to know is *“What’s for dinner? What is going to impact me? How will I feel after I partake of your meal?”*

It’s a dinner party. The meat satisfies their hunger and desire. The pillars only give stability or a look of stability. There are lots of restaurants with nice buildings and signage, but what is the meat? What kind of food are they serving and how good is it?

She has mixed her wine

Mixed wine is water and wine. (wine represents covenant and water represents words)

The word of your covenant. What is the agreement? What are the terms of your offer?

Make it suitable for the party you're trying to reach. (i.e. some things have a 30 day guarantee. Some require a one year contract.)

When someone lifts their cup to propose a toast, and everyone repeats the toast, it is symbolic of agreement. *"Here's to success!"*

She has also furnished her table

This is where you're sitting. What does the user experience look like?

"Let me walk you through a day in the life of one of our customers..."
(i.e. Legal shield)

She has sent out her maidens

Invite your audience. Let them know who specifically this offer is for.

"If you have kids getting ready to graduate, you need this. THEY need this!"

"If you're having difficulty doing the simple things in life and you think that's just part of getting older, THIS is for YOU!"

...to the highest places of the city

The highest places to present your offer to is their greatest felt need.

That is the most prominent thing that needs to be addressed.

If you go on and on about things that address pains or desires that are of minor importance or interest, you're making a big mistake.

Address their highest felt need and their greatest, strongest desire.

Whoever is simple: *"It's not your fault. You were naïve. You didn't know."*

(Turn in here) *“But NOW you do. Let’s get started.”*

Whoever lacks understanding (eat my bread, drink the wine I’ve mixed.)

Understanding = Leb in Hebrew, which = heart.

The heart is the seat of emotions and motivation.

These are people who lack motivation to act.

Give them a taste (bread). *“O **taste** and see that the Lord is good.”*
(Psalm 34:8)

Show them the terms of the agreement you are committing to. (wine)

Forsake foolishness and live

Make this choice and be restored and live prosperously. (or whatever the big why and benefits are.)

Go in the way of understanding

Travel down the road of someone who understands the benefits... the way of intelligence. *“Be smart. Take advantage of this offer. It’s the smart thing to do.”*

And by **understanding** it is established;
Understanding knows the WHY

TWO Sides to understanding...

1. You need to understand (Seek first to understand)
2. They need to understand (Then, to be understood)

Understanding goes deeper into the *WHY* behind those truths, uncovering the connections and implications.

*“Apply your **heart** to understanding”* (Proverbs 2:2) This is the why – the motivation that makes it matter.

People either buy or don't buy because of motivation or the lack thereof.

*“Just so I'm not assuming anything, **WHY** are you concerned about your child's future in the coming years?”*

“And why does that matter?”

Understanding: *“You mentioned you're tired of living with economic uncertainty, never sure whether there will be enough. You want to be able to take vacations to recharge your battery and actually enjoy the benefits of being alive.”* (Motivation)

“You said you wanted to provide things your wife longs for and your children need.” (Motivation)

“You want the feeling that comes with knowing you have provided well for your family both in terms of financial stability but also in quality of life.” (Motivation)

By knowledge the rooms are filled with all precious and pleasant riches.

Knowledge addresses the ‘WHAT’

Knowledge addresses the *what*, supplying the facts and information upon which wisdom and understanding can build.

I need to know what you’re trying to build and how you’re going about that?

I need to know WHY are you trying to build that (motivation) and what are the “whats” that will fill the rooms with precious and pleasant riches.

The “WHATS” are all the extra perks that matter.

TWO sides to knowledge

1. You need to know all the extra’s that would enhance your prospect’s experience. For example, with Eileen, her clients regain their mobility which is why they love her program, but there are added perks they may not have considered.

For example, *“What are some of things you used to do or would love to do that you haven’t been able to do in a long while?”*

(Maybe fishing with the grand kids, long walks with their spouse, enjoy playing tennis or golf again.)

Engage their imagination with questions. Find out all the precious and pleasant treasures that would be ideal for them.

Also, what “knowledge” do they have that is outdated or faulty?

Faulty or deficient knowledge can leave their house (life experience) devoid of wonderful perks if they only knew the facts and benefits of your offer.

“It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so.” Mark Twain

2. You need to show them how your offer will not only provide shelter (a house) and make it sure and certain (established for the long term) but how your offer can fill that house (that dream, goal or objective) with a ton of perks that matter to them.

10 Things To Remember:

1. Life is richer with **REWARDS**
2. Rewards are made possible by **RESULTS**
3. Results are the fruit of your **ACTIONS**
4. Actions are the result of your **MOTIVATION**
5. Motivation is fueled by **EMOTION**
6. Emotion is fed by what you **BELIEVE**
7. Belief is the byproduct of **SEEING**
8. Seeing is the result of **THINKING**
9. Thinking is the result of **INPUT**
10. Input is most often a result of your **CHOICE**

Therefore, CHOOSE WISELY