

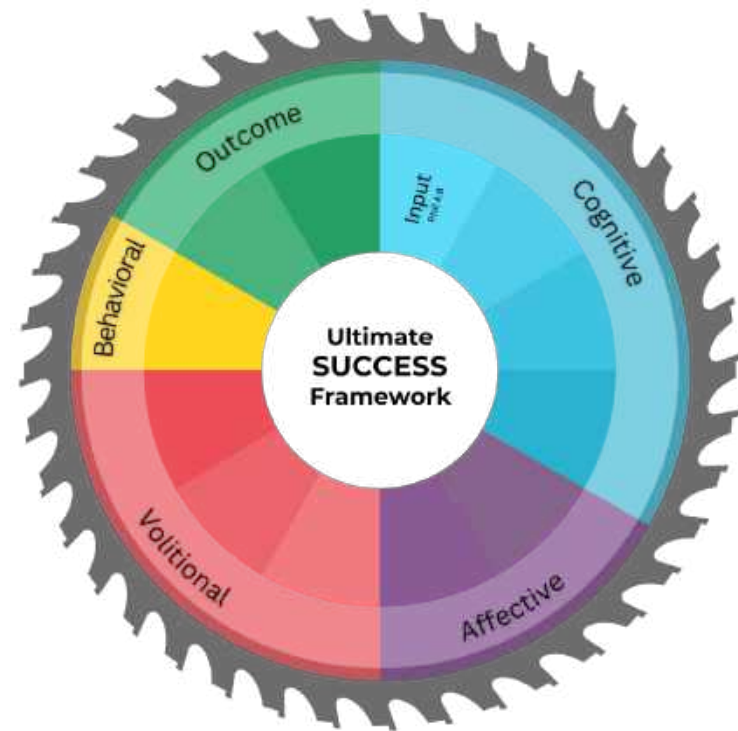


Ephesians 1 Sales Model

Future • Value • Capability

Stage 1: INPUT - What is Already There?

- What input have they already consumed that will have bearing on their decision?
 - What do they believe about the KIND of product or service you offer? (concept)
 - What do they believe or know about your specific brand, product, company, even you?
 - What do they believe about THEIR ABILITY to execute on your value proposition?
 - What do they believe about timing? Is there any urgency, or just “some day”?
- What other things could favorably or adversely affect the sale?
 - Obligations, contracts, agreements, etc.



Stage 1: INPUT - Adding New Perspective

- Provide Input in question form...
What would it look like if...? How would it feel to you if...? How would having (offer descriptive) make you feel?
- Provide your selling points (FAB / KWU) in question form.



Start With Gratitude

- *Therefore I also, after I heard of your faith in the Lord Jesus and your love for all the saints, **do not cease to give thanks for you,*** Enter every opportunity with gratitude. People feel that.
- *making mention of you in my prayers:* Pray before you meet

Wisdom: Strategic Framing

- *...that the God of our Lord Jesus Christ, the Father of glory, may give to you the spirit of wisdom* (Sophia = The ability to see things from God's perspective)
- In sales, this is seeing the prospect's situation from their perspective and aligning it with the bigger picture.
- Just as divine wisdom lets you see life from God's perspective, sales wisdom means discerning what truly matters to your buyer (beyond surface needs).
- Application: ask smart, insightful questions that uncover the real issues and show you understand their world.

Unveiling Hidden Problems

- *And revelation* (Apokalypsis)
- Prospects often don't see their true need — or the hidden cost of staying where they are.
- Just as revelation removes a veil, sales requires illuminating what they couldn't see on their own.
- Until the pain of remaining the same exceeds the pain of change, they won't likely take action.
- Application: reframe the problem so they suddenly realize, “Oh, I hadn't seen it like that before — this is bigger than I thought!”
- Example: showing data, case studies, or a new perspective that uncovers the gap between their current state and potential future.

Unveiling Opportunities (What's Possible)

- *And revelation* (Apokalypsis)
- Prospects often don't see what's possible.
- Think of pulling back a curtain so what was previously invisible is suddenly clear. Apokálypsis is about seeing what you couldn't see before.
- Project a picture on the canvas of their heart to reveal a future they did not know existed before you came.
- It's a picture of what's possible, and you're inviting them into that bigger picture and brighter future.

Experiential Recognition

- *in the knowledge of Him*, (Epignosis)
- Once the veil is lifted, the buyer must truly recognize and internalize the value of your solution.
- This is more than knowing features — it's experiencing the fit personally (demo, trial, story, vision-casting).
- Just like epígnōsis is intimate and transformative, sales requires the prospect to feel ownership: “This solves my problem — this is for me.”

Emotional Buy-In

- ... *The eyes of your understanding (heart) being enlightened.*
- Facts alone don't close sales; people buy with the heart and justify with the head.
- In Paul's terms, when the eyes of the heart are opened, believers see hope, inheritance, and power.
- In sales, when the buyer's heart is opened, they see:
 - Hope (Future State): the outcome they long for if they say yes.
 - Inheritance (Value): the tangible and intangible benefits they gain.
 - Power (Capability): the confidence that your solution can actually deliver.
- This is where the emotional light bulb goes on: "I can see myself in this better future, and I trust you to get me there."

That You May Know (Eido) 3 Things...

- *The hope of His calling:* This is the **future state** (the outcome they long for if they say yes)
- *The riches of the glory of His inheritance in the saints:* This is **the value** (tangible and intangible benefits) they will gain.
- *The exceeding greatness of His power toward us who believe:* This is **the capability** you have that gives them confidence your solution can actually deliver.
- This is where the emotional light bulb goes on: *“I can see myself in this better future, and I trust you to get me there.”*

The Flow

- **Wisdom** = Position yourself as a trusted advisor who understands.
- **Revelation** = Help them see the hidden problem/opportunity.
- **Full Knowledge** = Let them truly grasp and internalize your solution.
- **Eyes Enlightened** = Move them emotionally toward hope, value, and confidence.
- **Result:** Just as faith is birthed in the believer through insight, commitment is birthed in the buyer through clarity + emotion.

Sales Translation of Ephesians 1:17-19

A successful sales process is not just delivering facts. It is:

- **Gaining wisdom** to see from the buyer's perspective,
- **Bringing revelation** to uncover hidden problems/opportunities,
- **Guiding them** into full recognition of the solution,
- **Opening their heart** so they see the hope, value, and power of acting now.

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- Hand them the paint brush
 - Think of their heart as a canvas upon which you paint a picture of their desired objective.
 - Think of selling as painting a picture of a future that did not exist before you showed up. And you're painting a picture of what's possible in the mind and on the canvas of their heart. The imagination part. And you're triggering their imagination. And then you're inviting them to join you into that bigger picture of the brighter future.
 - You want them to see with the EYES OF THEIR UNDERSTANDING



Stage 2: THINKING (Processing the input logically)



Stage 3: SEEING (Visualizing possibilities or realities) (What's Possible)



Stage 4: BELIEVING (Shifting identity, surrendering to new truth) (Who are you now? Next Step?)

