



7 ESSENTIAL SALES SKILLS

BIBLICAL FOUNDATION
LAWS OF NATURE

125,058	154,568	95,054	124,500
125,487	56,845	97,511	125,000
124,000	110,000	99,011	154,000
150	150,000	99,216	95,000
	35,000	101,090	154,200
		101,684	110,000
		101,962	89,000
			50,000
			700

Art of Listening

(Foundation of Connection)

- James 1:19 “Let every person be quick to listen, slow to speak”
Wisdom begins with listening. Spiritual discernment, like sales discernment, comes from attentive ears.
- Sales begins the moment listening begins.
- You’re not selling a product. You’re uncovering a story.
- Behind every problem is a person.



Asking Great Questions

(The Discovery Tool)

- Jesus rarely began with declarations. He began with questions: *“What do you want Me to do for you?” — Mark 10:51*
“Who do you say I am?” Mt 6:15
- A question dignifies the listener and awakens self-awareness.
- “Questions unlock doors. They reveal motives, obstacles, dreams, urgency, and emotional drivers.



Rapport & Trust Building

(Bridge to Influence)

- “A righteous man is guided by his integrity.” — *Proverbs 11:3*
Influence flows from integrity, not techniques.
- “Trust is the soil where decisions grow. Without rapport, even the right offer feels wrong. With rapport, even a challenging offer feels possible.”
- Trust is built through micro-signals: tone, posture, empathy, honesty, and presence.



Clear Communication

(Making Value Obvious)

- “*Write the vision; make it plain.*” — *Habakkuk 2:2* God values clarity—so should we.
- “Confusion kills sales. Clarity converts them.”
- Your goal is to distill complex value into simple, compelling truth. If the prospect cannot repeat back what you offer in one sentence, you have not communicated clearly.”





Handling Objections

(Turning Hesitation into Confidence)

- *“Always be ready to give an answer... with gentleness and respect.” — 1 Peter 3:15*
Never debate. Illuminate.
- “Objections are not rejection—they are requests for reassurance.
- Every objection is a sign that the prospect is engaged and considering the decision.”
- Respond with empathy, calm tone, truth, and perspective.

Persistence & Follow-up

(Where Fortune is Hidden)

- Jesus taught that **persistent askers receive** (Luke 11:5–10).
- Solomon said: *“Diligent hands prosper.”* — *Proverbs 10:4*
- “Most sales aren’t lost at the close—they’re lost in the silence afterward.
- Follow-up is proof of care, consistency, and stewardship.”



Closing With Confidence

(The Leadership Moment)

- Closing is not pressure... It's leadership!
- It is helping someone make a wise decision in a timely manner.
- Jesus' direct invitation:
"Follow Me." — Matthew 4:19
- Joshua's challenge:
"Choose this day whom you will serve." — Joshua 24:15
Decision is a Biblical pattern.

