

The JESUS Invitation Model For Kingdom Business

A Biblical framework for ethical, effective selling
Rooted in the ministry model of Jesus

Serve → Reveal → Invite → Clarify → Transform → Multiply



Jesus School of Business
"...a greater than Solomon is here" - Matthew 12:42

1. SERVE – Deliver Real Value First

“And Jesus went about all Galilee, teaching in their synagogues, preaching the gospel of the kingdom, and healing all kinds of sickness and all kinds of disease among the people.” (Matthew 4:23)

Jesus began by teaching, preaching and healing

Value precedes invitation (Establish it + Provide it)

Serve without asking for anything in return

Free value builds trust and credibility



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2. REVEAL – Open Understanding

“And He opened their understanding, that they might comprehend the Scriptures.” (Luke 24:45)

Jesus revealed truth, not persuasion

He opened minds to see what was already there

Revelation creates internal conviction

Great selling helps people see differently



3. INVITE – Offer Without Pressure

“Follow Me, and I will make you fishers of men.” (Matthew 4:19)

Jesus always invited, never coerced

Invitation preserves dignity and choice

People follow willingly when value is clear

Pressure produces resistance



4. CLARIFY – Count the Cost

“And whoever does not bear his cross and come after Me cannot be My disciple. For which of you, intending to build a tower, does not sit down first and count the cost, whether he has enough to finish it.” (Luke 14:27, 28)

Jesus made the cost clear upfront

Transparency builds long-term trust

No hidden terms, no manipulation

Clear expectations create strong commitment



5. TRANSFORM – Results Become Proof

“You will know them by their fruits.” (Matthew 7:16)

Changed lives validate the message

Transformation speaks louder than marketing

Results create testimonies

Fruit becomes the evidence of authenticity



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6. MULTIPLY – Recipients Become Ambassadors

“Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all things that I have commanded you;” (Matthew 28:19)

Those who receive become those who give
Jesus multiplied through equipped disciples
Satisfied clients become advocates
Multiplication sustains movement



Putting It All Together

Serve → Reveal → Invite → Clarify → Transform → Multiply

This is the JESUS pattern of invitation

Successful sales processes echo this divine design

Build business by blueprint, not by pressure



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Closing Commission

You were designed to build with God's pattern

Serve people well

Reveal truth clearly

Invite with honor

Clarify with integrity

Transform with consistency

Multiply with generosity



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