

HUMAN DESIGN

HOW WERE THE PEOPLE I SERVE DESIGNED?

Every person is a masterpiece of God's design.
Understanding people is the key to creating
value that truly serves and transforms.



"He knew what was in man."

JOHN 2:25

PEOPLE ARE DESIGNED WITH:



NEEDS

Things that must be met.



DESIRES

Things that draw them.



FEARS

Things they avoid.



IDENTITY

Their self-image and beliefs.



RELATIONSHIPS

The need for connection.



ATTENTION

Limited and influenced.



REASON

Desire to make sense.



EMOTIONS

They impact decisions.



VALUE

They exchange for benefit.



PURPOSE

They long for meaning.

GOD'S DESIGN
IN PEOPLE IS NOT
FOR MANIPULATION,
BUT FOR MINISTRY.
Use understanding to
serve, not exploit.



DIGNITY

Every person is made
in the image of God
and has inherent
worth.



EMPATHY

Walk in their shoes.
Feel with them.
Love like Christ.



TRUTH

Speak truth in love.
Bring clarity,
not confusion.



INTEGRITY

Build relationships
on honesty,
not pressure.



SERVICE

Help people become
their best, not just
buy something.



INTELLECT

Think & reason



BODY

Act &
experience



SPIRIT

Worship &
seek truth



WILL

Choose &
decide



EMOTIONS

Feel &
respond

DESIGNED
BY GOD.
UNIQUE ON
PURPOSE.

UNDERSTAND PEOPLE. SERVE PEOPLE. BLESS PEOPLE.

When you understand God's design in people,
you create solutions they value and trust.

WHAT UNDERSTANDING PEOPLE HELPS YOU DO



IDENTIFY REAL NEEDS

Go beyond surface wants to solve the
problems that matter.



COMMUNICATE WITH CLARITY

Speak in ways people understand,
relate to, and respond to.



BUILD TRUST

Meet emotional and relational needs
that create loyalty.



DELIVER VALUE THAT STICKS

Provide solutions that create real,
lasting improvement.



EARN REFERRALS

People share what helps them most.



CREATE EXPERIENCES

Make every interaction meaningful
and memorable.

"Let each of you look out not only for his own interests,
but also for the interests of others."

PHILIPPIANS 2:4

KEY QUESTION:

What kind of improvement
was I uniquely equipped
to provide for the people
God brings into my life
and business?



GOD DESIGNED PEOPLE. HE UNDERSTANDS PEOPLE. HE CALLS US TO LOVE PEOPLE AND SERVE THEM WELL.

WHEN WE HONOR HIS DESIGN, WE CREATE VALUE THAT CHANGES LIVES AND BUILDS KINGDOM INFLUENCE.

1 SOLVE PROBLEMS

PEOPLE WERE DESIGNED TO SOLVE PROBLEMS.



Your customer is not primarily looking for a product. They are looking for relief, improvement, progress, or a solution.



Therefore, do not lead with everything your product contains. Lead with the **problem** it helps solve.

INSTEAD OF THIS...



"This program has 12 modules, weekly videos, and downloadable workbooks."



SAY THIS INSTEAD...



"This program will help you replace confusion and scattered effort with a clear, biblically aligned plan for growing your business."



HOW THIS KNOWLEDGE HELPS YOU SUCCEED



FIND IT

Discover the real problem.



NAME IT

Put it into words.



CONNECT IT

Show how your solution solves it.



BUILD TRUST

They feel understood.



EARN THE SALE

Because you helped them first.



WHEN YOU UNDERSTAND THE PROBLEM, YOU EARN THE TRUST.



SALES APPLICATION

Learn to identify:



What is **frustrating** them?



What is **costing** them money?



What are they **trying to fix**?



What keeps happening that they **cannot resolve**?



What **result** have they been unable to produce?



The salesperson who understands the problem **most clearly** is often **trusted** with the sale.



DON'T SELL THE FEATURES. **SOLVE THE PROBLEM.** CREATE TRANSFORMATION. **DELIVER VALUE.**

When you help people get the result they want, the sale becomes the natural next step.

2 PEOPLE WERE DESIGNED TO *CREATE*



Humans are creators because they were made in the **image of the Creator**.

That doesn't merely mean painting pictures.



DESIGNING



ORGANIZING



INVENTING



IMPROVING



BUILDING

It includes



WRITING



TEACHING



LEADING



SERVING



Every healthy business helps people express this **creative nature**.



People do not merely want things done for them. They often want to participate in creating the outcome.



This means your product should not make the customer feel **passive**, **powerless**, or **dependent**.



Help them see what they can **build**, **change**, **produce**, or **become**.



People value what they **help create**.



SALES APPLICATION

Sell **participation**, not merely consumption.

INSTEAD OF:



"Listen to these lessons."



SAY:



"Use these principles to **design** a business that reflects your **gifts**, **values**, and **assignment**."

Give people:



FRAMEWORKS



TOOLS



TEMPLATES



CHOICES



EXERCISES



IMPLEMENTATION
STEPS



YOUR ROLE IS NOT JUST TO GIVE THEM SOLUTIONS.
YOUR ROLE IS TO EQUIP THEM TO CREATE THEIR OWN.



When people help create the outcome, they **commit**, **engage**, and **succeed**.

3

PEOPLE WERE DESIGNED TO *GROW*



Everything God created grows.



Seeds grow.



Trees grow.



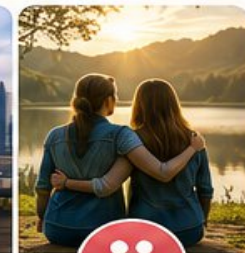
Children grow.



Knowledge grows.



Businesses grow.



Relationships grow.



People become frustrated when they stop growing because growth isn't merely desirable...

It is part of their design.



That is why education is such a valuable business.
It satisfies something God placed inside people.

MOST PURCHASES ARE ULTIMATELY GROWTH PURCHASES.

People buy because they want something to become:



LARGER



BETTER



EASIER



HEALTHIER



STRONGER



MORE PROFITABLE



MORE EFFECTIVE



Your offer should clearly show the *GROWTH* it enables.



SALES APPLICATION

DESCRIBE THE MOVEMENT:

YOU ARE
HERE NOW.

THIS IS
WHERE YOU
CAN GO.

THIS IS HOW
WE HELP YOU
GET THERE.



A STRONG OFFER IDENTIFIES:

1



Their present condition.

2



Their desired condition.

3



The path between them.



Do not simply sell information.
Sell meaningful advancement.



GROWTH IS BUILT INTO YOUR DESIGN.

Help people grow, and you help them thrive.



When your offer drives real growth,
you create real value.
Value creates results. Results create success.

4

PEOPLE WERE DESIGNED TO *Learn*

— God built learning into our nature.



Children learn before anyone teaches them to learn.



Curiosity is built into human nature.

People naturally ask:

Why?

How?

What if?

What happens when...?



Businesses that continually educate customers build tremendous trust.



Jesus constantly taught before He asked people to follow.

THE TRUTH ABOUT UNDERSTANDING

CONFUSION
PRODUCES



RESISTANCE



CLARITY
PRODUCES



CONFIDENCE



TEACHING
PRODUCES



TRUST & ACTION



Therefore, one of the most powerful ways to sell is to **TEACH**.
When people understand, they engage. When they engage, they act.



TEACHING IS SELLING WITHOUT MANIPULATION.

It builds trust. It removes resistance. It creates readiness.

It honors how God designed people to learn.



SALES APPLICATION

EDUCATE PEOPLE ABOUT:



the **real cause** of their problem,



why **previous solutions failed**,



what they may be **overlooking**,



how the problem can be **solved**,



what a **better path** looks like.



**THIS IS PARTICULARLY IMPORTANT
FOR JESUS SCHOOL OF BUSINESS.**

You are not merely saying:

"Join JSB."



You are helping people understand:

"You may have been trying to build a Kingdom result using a **worldly operating system**."



Once they understand the problem differently, they become **open to a different solution**.



5 PEOPLE WERE DESIGNED TO *Produce Fruit*



God's first blessing was connected to **fruitfulness**.



People were designed to produce **outcomes**.



Not activity.
Results.

DEEP DOWN, PEOPLE WANT TO KNOW:



"I mattered."



"I accomplished something."



"My work counted."



Businesses that help people become fruitful satisfy a **profound human longing**.

People want to leave a legacy, not just stay busy.



YOUR ROLE IS TO HELP THEM BE FRUITFUL.



SALES APPLICATION



People do not want **activity** for activity's sake.



They want **results**.



They want to know what your product **helps them do**.



This means they are not primarily interested in what your product does. They want to know what your product **helps them do**.

TRANSLATE EVERY FEATURE INTO FRUIT. *For example:*



Weekly training → consistent clarity and direction.



Live coaching → help overcoming specific obstacles.



Community → encouragement, accountability, and shared wisdom.



Workbooks → principles turned into action.



Biblical strategy → greater alignment and better decisions.



ALWAYS ANSWER THE CUSTOMER'S SILENT QUESTION:
"What will this help me produce?"



When people see the fruit they can produce, they are **eager to plant, invest, and grow** with you.

6 PEOPLE WERE DESIGNED TO STEWARD

God gave Adam responsibility before He gave him abundance.

HUMANS WERE DESIGNED TO MANAGE:



TIME



MONEY



RELATIONSHIPS



OPPORTUNITIES



RESOURCES



INFLUENCE



People feel **dignity** when entrusted with responsibility.



Good businesses help people become **better stewards**.

"Who then is that faithful and wise steward?"
— Matthew 24:45



People want to believe they are making a **wise decision** with their money, time, energy, and opportunities.



Your customer may desire your offer and still hesitate because they are trying to determine whether purchasing it would be **responsible**.



Do not mock or dismiss that concern. Help them **evaluate** the decision wisely.



SALES APPLICATION

Help them make a **wise, responsible** decision.



Show them:



WHAT THE INVESTMENT INCLUDES

Know exactly what you are getting.



HOW THE RESOURCE CAN BE USED

See how it fits into your goals and situation.



HOW LONG THEY WILL HAVE ACCESS

Understand the duration and flexibility.



WHAT OUTCOMES IT IS DESIGNED TO SUPPORT

See the results it is built to help you achieve.



WHAT THE COST OF REMAINING STUCK MAY BE

Recognize the real cost of doing nothing or staying where you are.



WHY THE PURCHASE FITS THEIR PRIORITIES

Confirm it aligns with their values and what matters most.



THIS IS ESPECIALLY VALUABLE WHEN SELLING EDUCATION.



You are not asking them to **"spend money."**



You are helping them decide whether investing in wisdom, understanding, support, or capability is **good stewardship**.



WISE STEWARDSHIP LEADS TO FREEDOM, INFLUENCE, AND FRUITFUL IMPACT.

Help your customers steward well, and you help them build something that lasts.



TIME



MONEY



RELATIONSHIPS



LEGACY

7 PEOPLE WERE DESIGNED TO

Live By Faith



Humans were never designed to control everything.



From Eden onward...
God invited people to **trust Him**.



Faith isn't merely a religious concept.
It is part of **human design**.

EVERYONE PLACES FAITH SOMEWHERE:



THEMSELVES



GOVERNMENT



MONEY



EDUCATION



RELATIONSHIPS



MARKETS



GOD



KINGDOM BUSINESSES REMIND PEOPLE THAT
TRUE SECURITY IS FOUND IN GOD
RATHER THAN IN CIRCUMSTANCES.



EVERY PURCHASE INVOLVES **TRUST**.

THE BUYER MUST BELIEVE:



you are telling the truth



the product will perform



the process is credible



the promised outcome is possible



they will be supported



the risk is acceptable



THEREFORE, TRUST IS NOT A SMALL PART OF SELLING.
TRUST IS THE BRIDGE
OVER WHICH THE TRANSACTION TRAVELS.



SALES APPLICATION

Build trust through:



HONESTY



CONSISTENCY



TESTIMONIALS



DEMONSTRATIONS



EVIDENCE



Do not ask people to place faith in exaggerated promises.

Give them sound reasons to trust your character, process, and solution.



CLEAR EXPECTATIONS



GUARANTEES



TRANSPARENT PRICING



ADMITTING WHAT THE PRODUCT CANNOT DO

Faith isn't ignoring reality.
IT'S TRUSTING THE RIGHT PERSON
WITH WHAT YOU CANNOT CONTROL.



*Commit your way to the LORD;
Trust also in Him, and He shall bring it to pass."*

— PSALM 37:5

8

PEOPLE WERE DESIGNED TO *Belong*

“It is not good that man should be alone.”

– Genesis 2:18



People are designed for **COMMUNITY**.

We naturally seek:



FAMILIES



CHURCHES



TEAMS



TRIBES



MEMBERSHIPS



FRIENDSHIPS



Notice how successful businesses increasingly create **COMMUNITIES** rather than merely **customers**.



Apple has **users**.

They love the products and belong to the Apple ecosystem.



Harley-Davidson has **riders**.

It's more than a motorcycle.
It's a way of life.



CrossFit has **members**.

It's not just a workout.
It's a tribe.



THE STRONGEST BRANDS CREATE **BELONGING**.



GOD DESIGNED YOU TO **BELONG**.

When people belong, they engage. When they engage, they grow.

Build a business that builds belonging.



SALES APPLICATION

People are influenced by the communities with which they identify.



They ask consciously or unconsciously:

“Are there people like me here?”

A business becomes stronger when customers feel they are entering a **community** rather than merely completing a transaction.



HELP PROSPECTS SEE:



who the offer is for



what the community values



what members have in common



what kind of people they will be surrounded by



what identity the group reinforces



For JSB, the invitation is not merely:
“Buy a business course.”

It is:

“Join other Bible-believing entrepreneurs who want to build according to God's wisdom, ways, and design.”

THAT IS BELONGING.

9

PEOPLE WERE DESIGNED TO *Be Seen*



GOD SEES. PEOPLE LONG TO BE KNOWN.



Jesus saw Zacchaeus.
Luke 19:5



Jesus saw Nathanael.
John 1:48



Jesus saw the woman at the well.
John 4:7



PEOPLE LONG TO BE KNOWN.
NOT MERELY SOLD.

Businesses that...



REMEMBER
NAMES



LISTEN



RESPOND



PERSONALIZE

...CREATE EXTRAORDINARY LOYALTY.

GENERIC SELLING
MAKES PEOPLE FEEL
PROCESSED.



VS.

PERSONAL SELLING
MAKES PEOPLE FEEL
UNDERSTOOD.



The closer you come to describing a person's real experience,
the more they feel: *"This person understands me."*



ONE OF THE GREATEST SALES SKILLS IS
ACCURATE RECOGNITION.

*"Before people buy what you have, they have to believe you **see** who they are."*



SALES APPLICATION

Help people feel seen, not sold.



LISTEN CAREFULLY.

Give them your full attention.
Don't plan your pitch—hear their heart.



REMEMBER DETAILS.

Names. Situations. Goals. Challenges.
It shows you care.



ASK THOUGHTFUL QUESTIONS.

Go deeper than surface needs.
Uncover what really matters.



REPEAT THEIR CONCERNS ACCURATELY.

Reflect back what you heard.
Confirm you understand.



USE THEIR LANGUAGE.

Use the words your customers use
to describe their own problems.



VERIFY BEFORE YOU SOLVE.

Instead of immediately presenting
your solution, say:
*"Let me make sure I understand
what you are experiencing."*



WHY THIS WORKS



People are far more willing to receive your recommendation
after they feel heard.



They trust your advice because they trust your understanding.



Help people feel **SEEN**, and they will be open to being helped.



JESUS DIDN'T MERELY TEACH TRUTHS.

"He saw people."

Your business can do the same.



10

PEOPLE WERE DESIGNED TO *Make Progress*

PEOPLE ARE HAPPIEST WHEN MOVING FORWARD.



Fitness
apps
work.



Checklists
work.



Courses
work.



Video game
levels
work.



God designed
us to enjoy
measurable
progress.



EVERY GOOD BUSINESS ANSWERS:
"What is the next step?"



**LARGE DECISIONS CAN FEEL
OVERWHELMING.**

People often do not reject the destination.
They resist the size or uncertainty of the journey.



**MAKE THE NEXT STEP
CLEAR AND
MANAGEABLE.**



MOMENTUM INCREASES BELIEF.

When people see themselves progressing, they are
more likely to remain engaged, satisfied, and loyal.

*"I press toward the goal for the prize of the
upward call of God in Christ Jesus."*

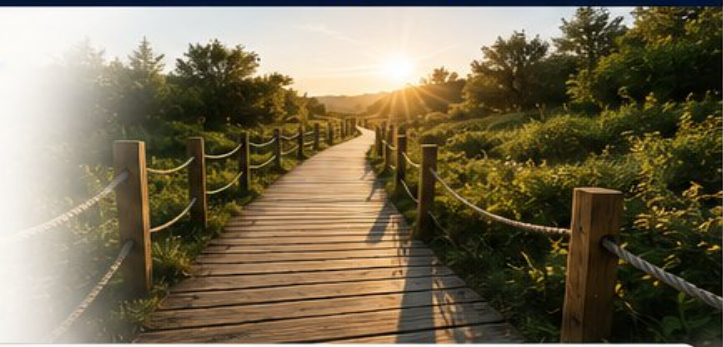
— PHILIPPIANS 3:14



SALES APPLICATION

Help people see the next step—and the path beyond.

Do not always ask people to
mentally process the entire
journey.



SHOW THEM:

- | | | |
|---|-----------------------------------|---|
| 1 | THE FIRST STEP | Break it down to a clear, simple action. |
| ➔ | WHAT HAPPENS AFTER ENROLLMENT | Set expectations and remove uncertainty. |
| 📋 | WHAT THEY SHOULD DO FIRST | Give a starting point, not a blank page. |
| 🕒 | HOW QUICKLY THEY CAN BEGIN | Show that progress can start right away. |
| 📈 | WHAT EARLY PROGRESS MAY LOOK LIKE | Paint a picture of quick wins and confidence. |

USE MILESTONES SUCH AS:



PEOPLE STAY WHERE THEY SEE PROGRESS.
Make the path visible. Make the steps achievable.
HELP THEM TAKE THE NEXT RIGHT STEP.

11

PEOPLE WERE DESIGNED TO *Exchange Value*

THE ENTIRE EARTH OPERATES THROUGH EXCHANGE.



FLOWERS EXCHANGE

nectar for pollination.



TREES EXCHANGE

oxygen for carbon dioxide.



OUR BODIES EXCHANGE

nutrients through countless cellular processes.



PEOPLE NATURALLY EXCHANGE:

- time
- money
- labor
- knowledge
- encouragement
- service



**HEALTHY BUSINESS SIMPLY FACILITATES
VOLUNTARY, MUTUALLY BENEFICIAL EXCHANGE.**

**A HEALTHY SALE IS NOT
ONE PERSON WINNING AND
THE OTHER PERSON LOSING.**

IT IS AN EXCHANGE.



THE CUSTOMER GIVES MONEY
because they believe the value
they receive is greater than the
money surrendered.

THE BUSINESS RECEIVES MONEY
because it has created something
valuable.

EXCHANGE IS THE LANGUAGE OF CREATION.

**BUSINESS IS SIMPLY HOW WE COOPERATE WITH GOD'S DESIGN
BY CREATING VALUE AND OFFERING IT TO OTHERS.**

Value created. Value exchanged. Value multiplied.



SALES APPLICATION MAKE THE VALUE EXCHANGE CLEAR.



ASK:



**WHAT TANGIBLE VALUE
DO THEY RECEIVE?**

Products, training, tools, resources,
support, frameworks, access, etc.



**WHAT EMOTIONAL VALUE
DO THEY RECEIVE?**

Confidence, peace of mind, relief,
encouragement, belonging, clarity.



**WHAT TIME MIGHT
THEY SAVE?**

Automation, shortcuts, avoiding
research, clear guidance.



**WHAT MISTAKES MIGHT
THEY AVOID?**

Costly errors, trial and error,
wrong strategies, setbacks.



**WHAT OPPORTUNITIES MIGHT
THEY RECOGNIZE?**

New markets, new ideas, new
connections, new possibilities.



**WHAT CAPABILITIES MIGHT
THEY DEVELOP?**

Skills, systems, confidence,
leadership, problem-solving.



**WHAT CONTINUING BENEFIT
COULD THE PURCHASE PROVIDE?**

Lifetime access, ongoing updates,
community, long-term impact.



**PRICE BECOMES LESS OBJECTIONABLE
WHEN VALUE BECOMES MORE VISIBLE.**



**HOWEVER, THIS DOES NOT MEAN
ARTIFICIALLY INFLATING VALUE.**

It means revealing value
truthfully and specifically.



WHEN YOU EXCHANGE VALUE, YOU DON'T JUST MAKE A SALE.
You build trust. You build relationships. You build a legacy.



CREATE VALUE



OFFER VALUE



EXCHANGE VALUE



MULTIPLY VALUE

**EVERYONE
PROFITS.**

PEOPLE WERE DESIGNED FOR *Purpose*

PERHAPS ABOVE EVERYTHING ELSE...

We were created with purpose. We were born to matter.

*“For we are His workmanship,
created in Christ Jesus
for good works...”*

– Ephesians 2:10

MONEY WITHOUT PURPOSE
BECOMES EMPTY.




SUCCESS WITHOUT MEANING
BECOMES HOLLOW.




ACHIEVEMENT WITHOUT CONTRIBUTION
BECOMES EXHAUSTING.






The businesses people love most
help them **BECOME SOMEONE**,
not merely buy something.





THE QUESTIONS THAT REALLY MATTER

- ? What has God called me to do?
- ? How can my business serve His purposes?
- ? How do my gifts fit my assignment?
- ? Can I succeed without compromising my values?
- ? How can my work produce eternal as well as financial fruit?



Many Christian
entrepreneurs
are not merely
asking:
*“How can I
make more
money?”*



SALES APPLICATION

CONNECT YOUR OFFER TO THE GREATER
MEANING BEHIND THE PURCHASE.



PEOPLE WANT MORE THAN
EFFICIENCY, CONVENIENCE, OR MONEY.
They want their lives and work to matter.



DO NOT MERELY SELL BUSINESS GROWTH.
SELL THE POSSIBILITY OF:

 FAITHFUL STEWARDSHIP Manage what God has entrusted with wisdom and integrity.	 MEANINGFUL CONTRIBUTION Use your work to bless others and solve real problems.	 GREATER SERVICE Make a difference in your community, your industry, and the world.	 PERSONAL ALIGNMENT Build a business that fits your calling, gifts, and values.	 KINGDOM IMPACT Advance God's Kingdom through your business and influence.	 GENERATIONAL FRUIT Leave a legacy that impacts your family and future generations.
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**MEANING ELEVATES AN OFFER
FROM A TRANSACTION INTO A MISSION.**

*“Whatever you do, work heartily,
as for the Lord and not for men...”*
– COLOSSIANS 3:23





BIBLICAL STRATEGY
GOD'S DESIGN
PROVEN RESULTS

THE COMPLETE 12-STEP SEQUENCE

A BIBLICAL, HEART-CENTERED PATH FROM CONNECTION TO PURPOSEFUL IMPACT



THE SEQUENCE IN ONE SENTENCE

See the person, *understand* the problem, *teach* the truth, *awaken* a vision, *define* the growth, *establish* trust, *reveal* the fruit, *clarify* the exchange, *support* wise stewardship, *create* progress, *build* participation and belonging, and *connect* the result to meaningful *purpose*.



HEART
CONNECTION



TRUTH BRINGS
CLARITY



VISION
CREATES
DIRECTION



TRUST
BUILDS
RELATIONSHIP



PURPOSE
CREATES
LEGACY



THIS ISN'T JUST A SALES PROCESS. IT'S A KINGDOM IMPACT PROCESS.

Help people encounter truth, experience transformation, and fulfill their God-given purpose.

