



HUMAN DESIGN

STOP SELLING TO PEOPLE.
Start Understanding Them.

**UNDERSTAND PEOPLE.
SERVE BETTER.
CREATE LASTING IMPACT.**

When you understand how people
were designed, selling changes.

**HELP THEM MAKE WISE DECISIONS
THAT MOVE THEM TOWARD
A BETTER RESULT.**



SEE

They want to be seen.



SOLVE

They have problems to solve.



GROW

They desire growth.



LEARN

They need to learn.



PRODUCE

They want to produce fruit.



STEWARD

They must steward.



BELONG

They want to belong.



PROGRESS

They want to make progress.



PURPOSE

They seek meaning and purpose.



**PEOPLE
ARE NOT
TRANSACTIONS.
THEY ARE DESIGNED
BY GOD.**



ACTIVATION EXERCISE WORKSHEET

UNDERSTAND DEEPLY • SERVE WISELY • CREATE TRANSFORMATION

HUMAN DESIGN – ACTIVATION EXERCISE

Stop Selling to People. Start Understanding Them.

Time to Complete: 25–30 Minutes

THE PURPOSE OF THIS ACTIVATION

People are not transactions.

They were designed by God with predictable human needs and characteristics.

They want to be **seen**. They have **problems to solve** and something better they want to **create**. They desire **growth**, need to **learn**, want to produce **fruit**, must **steward** their resources, live by **faith**, exchange **value**, participate, **belong**, make **progress**, and ultimately connect what they are doing to **meaning and purpose**.

When you understand how people were designed, selling changes.

Instead of asking:

“How can I convince this person to buy?”

You begin asking:

“HOW CAN I HELP THIS PERSON MAKE A WISE DECISION THAT MOVES THEM TOWARD A BETTER RESULT?”

Let's activate that.

STEP 1 — CHOOSE ONE REAL PERSON

Suggested time: 3 minutes

Do not complete this exercise thinking about an imaginary “ideal customer.”

Choose **one actual person** you could potentially serve.

This could be:

- a current prospect

- a former prospect
- an existing customer
- someone you would like to approach
- someone you know has a problem you can solve

The person I am thinking about is:

What do I currently know about their situation?

What do I believe matters most to them right now?

STEP 2 — SEE THEM BEFORE YOU SELL THEM

Suggested time: 4 minutes

People were designed to **be seen**.

Before diagnosing, teaching, presenting, or selling, recognize the individual in front of you.

Ask yourself: **What do I know about...**

Where they are now?

What they have already tried?

What concerns or frustrates them?

What matters to them personally?

Now identify something important:

What am I ASSUMING about this person that I really need to ASK them?

Write one question that would help you understand them better:

Remember:

**THE FIRST STAGE OF EFFECTIVE SELLING IS NOT PRESENTATION.
IT IS RECOGNITION.**

STEP 3 — FIND THE REAL PROBLEM

Suggested time: 4 minutes

People were designed to **solve problems**.

But the first problem someone mentions may only be the symptom.

For example:

“I need more customers” may actually mean:

- unclear messaging
- weak positioning
- insufficient trust
- poor follow-up
- wrong audience
- inconsistent execution

- a weak offer

Think about your person.

What problem would they probably say they have?

What do I suspect the deeper problem may actually be?

What might this problem be costing them?

Money? Time? Opportunity? Peace? Growth? Relationships? Confidence?

What question could I ask that would help THEM discover the deeper problem?

Don't rush to the solution.

Diagnosis creates relevance.

STEP 4 — DISCOVER THE BETTER FUTURE

Suggested time: 4 minutes

People don't merely want to escape problems.

They were designed to **create and grow**.

So don't stop with:

“What do you want to get away from?”

Discover:

“What do you want to create instead?”

For your person:

What do I believe they want to create?

Describe their movement:

FROM: _____

TO: _____

What measurable improvement would make the change worthwhile to them?

Now write the question you could ask them:

“If we could solve _____, what would you want to become possible as a result?”

STEP 5 — TEACH, DON'T JUST PITCH

Suggested time: 4 minutes

People were designed to **learn**.

A skilled Kingdom salesperson does more than present an offer.

They help people understand.

Ask yourself: **What important truth or principle does this person need to understand before they can make a good decision?**

What might they currently misunderstand about their problem?

What could I teach them in 2–3 minutes that would genuinely help them—even if they never bought from me?

Finish this statement:

“May I show you something I believe may be contributing to the problem?”

Then briefly write what you would explain:

Teach to create clarity—not merely to create a sale.

STEP 6 — MAKE THE FRUIT AND VALUE VISIBLE

Suggested time: 4 minutes

People were designed to produce **fruit** and exchange **value**.

Don't merely explain what your product or service **contains**.

Show what it **produces**.

Choose one important feature of what you offer:

FEATURE:

Now translate it into fruit:

THIS HELPS THEM:

Which ultimately produces:

RESULT:

Now consider the exchange from **their perspective**:

Is the value of solving this problem greater than the money, time, effort, change, and risk required?

How can I make that value clearer without exaggerating it?

STEP 7 — REMOVE PRESSURE. BUILD TRUST.

Suggested time: 3 minutes

People were designed to **steward** and to live by **faith**.

A prospect asking questions isn't necessarily resisting you.

They may simply be trying to make a wise decision.

Ask yourself:

What would this person need to trust before confidently moving forward?

- Me?
- My company?
- The solution?
- The process?
- The promised result?
- Themselves?

The greatest trust issue may be:

What could I provide that would legitimately reduce their uncertainty?

Remember:

TRUST IS NOT CREATED BY MAKING THE BIGGEST PROMISE.

IT IS CREATED BY BECOMING BELIEVABLE.

And if your solution is **not** right for this person, helping them recognize that can also be good selling.

You want a **good customer**, not merely a completed transaction.

STEP 8 — CONNECT THE DECISION TO MEANING

Suggested time: 2 minutes

People were designed to **seek meaning**.

The deepest value often lies beyond the immediate transaction.

Ask:

If this person succeeds, who else benefits?

Why might this result matter beyond money or the immediate problem?

Complete this sentence:

Solving this problem could ultimately help this person

_____.

STEP 9 — THE 72-HOUR HUMAN DESIGN ACTIVATION

Suggested time: 3–5 minutes

Now get out of the workbook.

Within the next **72 hours**, have a real conversation with the person you selected—or someone like them.

Your assignment is **NOT to make a sale**. Your assignment is to understand and serve them better.

During the conversation:

- Listen before presenting.
- Help them clarify their real problem.
- Discover what they want to create.
- Clarify the growth or transformation they desire.
- Teach them something genuinely useful.
- Help them see the potential fruit.
- Address trust honestly.
- Help them evaluate the value wisely.
- Give them a clear next step if appropriate.

My 72-Hour Activation Commitment

I will have a conversation with:

By this date/time:

The ONE thing I especially want to discover is:

The ONE question I definitely want to ask is:

AFTER THE CONVERSATION

Take two minutes afterward and answer:

What did I learn about this person that I didn't know before?

Was the problem different from what I assumed?

What did they really want?

What created the greatest engagement or clarity?

What should happen next?

FINAL REFLECTION

Complete this sentence:

“My selling will change when I stop viewing people as prospects and begin seeing them as...”

Then ask yourself one final question:

DID THIS PERSON LEAVE OUR CONVERSATION BETTER OFF BECAUSE THEY TALKED TO ME?

If the answer is **yes**, you created value whether they bought today or not.

- **SEE THE PERSON • UNDERSTAND THE PROBLEM • TEACH THE TRUTH**
- **REVEAL THE VALUE • BUILD THE TRUST • SERVE THE PURPOSE**