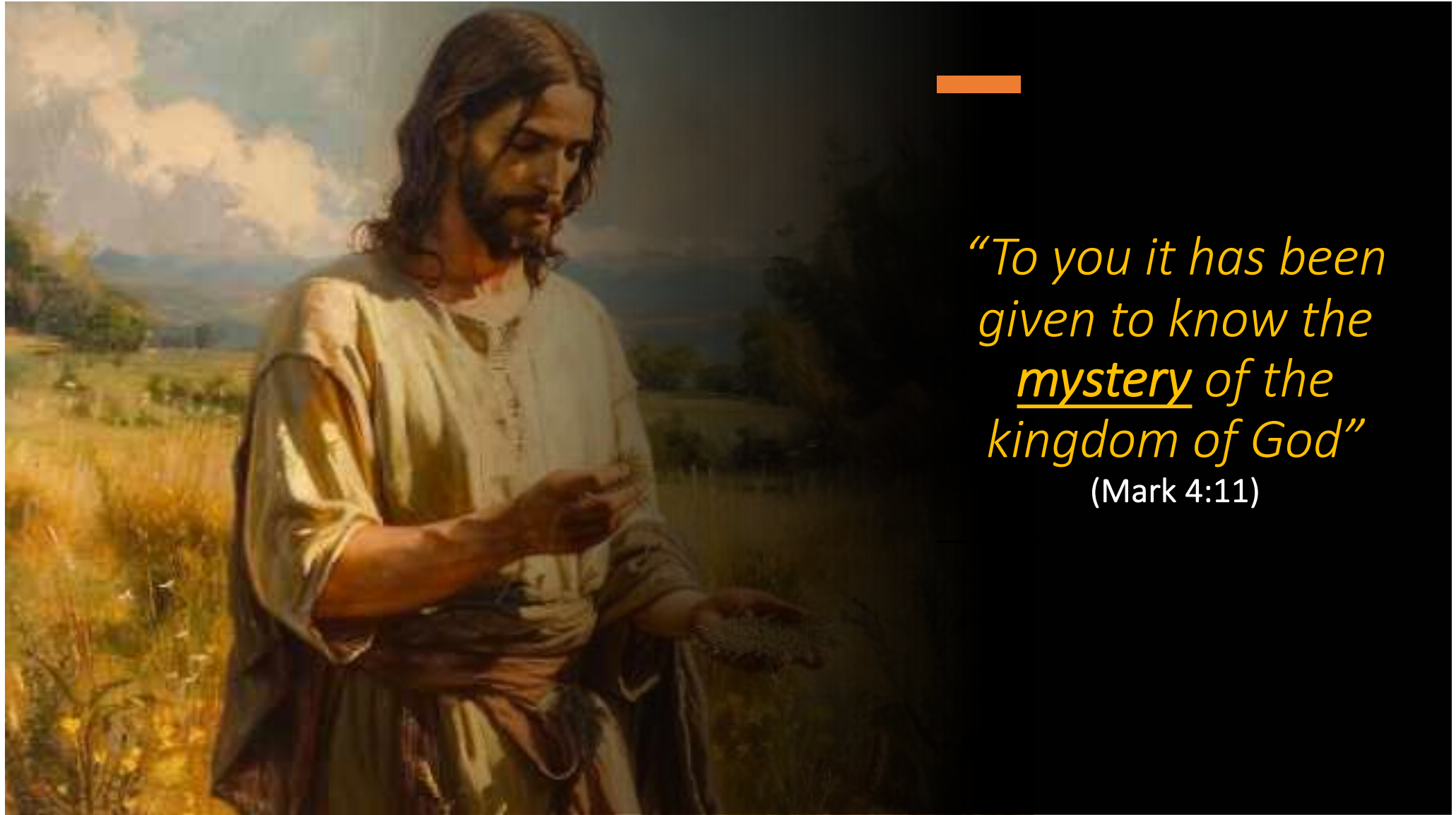
A person wearing a long, light-colored robe is walking away from the viewer on a dirt path. The path is uneven and rocky, leading into a rural landscape with rolling hills and sparse vegetation. The lighting is warm, suggesting late afternoon or early morning. The overall mood is contemplative and serene.

# THE MYSTERY OF THE PARABLE OF THE SOWER

*“To you it has been given  
to know the mystery of the  
kingdom of God” (Mark 4:11)*



*“To you it has been  
given to know the  
mystery of the  
kingdom of God”*

(Mark 4:11)

A photograph of a dirt path winding through a field. The path is covered with small, light-colored seeds scattered across it. The field is dark and appears to be a recently plowed or sown area. In the background, there are rolling hills and a cloudy sky. The overall scene is dimly lit, suggesting an overcast day.

Listen! Behold, a sower  
went out to sow...

---

And it happened, as he  
sowed, *that some seed* fell  
by the wayside;

**And the birds of the air  
came and devoured it.**

---



Some fell on stony ground, where it did not have much earth;

---

And immediately it **sprang up** because it had no depth of earth.

But when the sun was up it was **scorched**, and because it had no root it **withered** away.



And some seed fell  
among thorns;

---

And the thorns grew up and choked  
it, and it yielded no crop.



But other seed fell  
on good ground...

---



# And yielded a crop that...

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- 1) Sprang up,
- 2) Increased
- 3) And Produced:
  - 1) some thirtyfold,
  - 2) some sixty,
  - 3) and some a hundred.”



# High Probability Selling

"Behold, a sower went out to sow..." (Matthew 13:2)

## Thorny Ground (distraction issues)

*"And some fell among thorns, and the thorns sprang up and choked them."*



## Hard Ground (receptivity issues)

*"Some seed fell by the wayside; and the birds came and devoured them."*



17% of the seed produced 84% of the harvest!



Hidden Manna / Minolta Zoom

Shallow, Rocky Ground (commitment issues)  
*"Some fell on stony places, where they did not have much earth; and they immediately sprang up because they had no depth of earth. But when the sun was up they were scorched, and because they had no root they withered away."*



## Good Ground (ready to act)

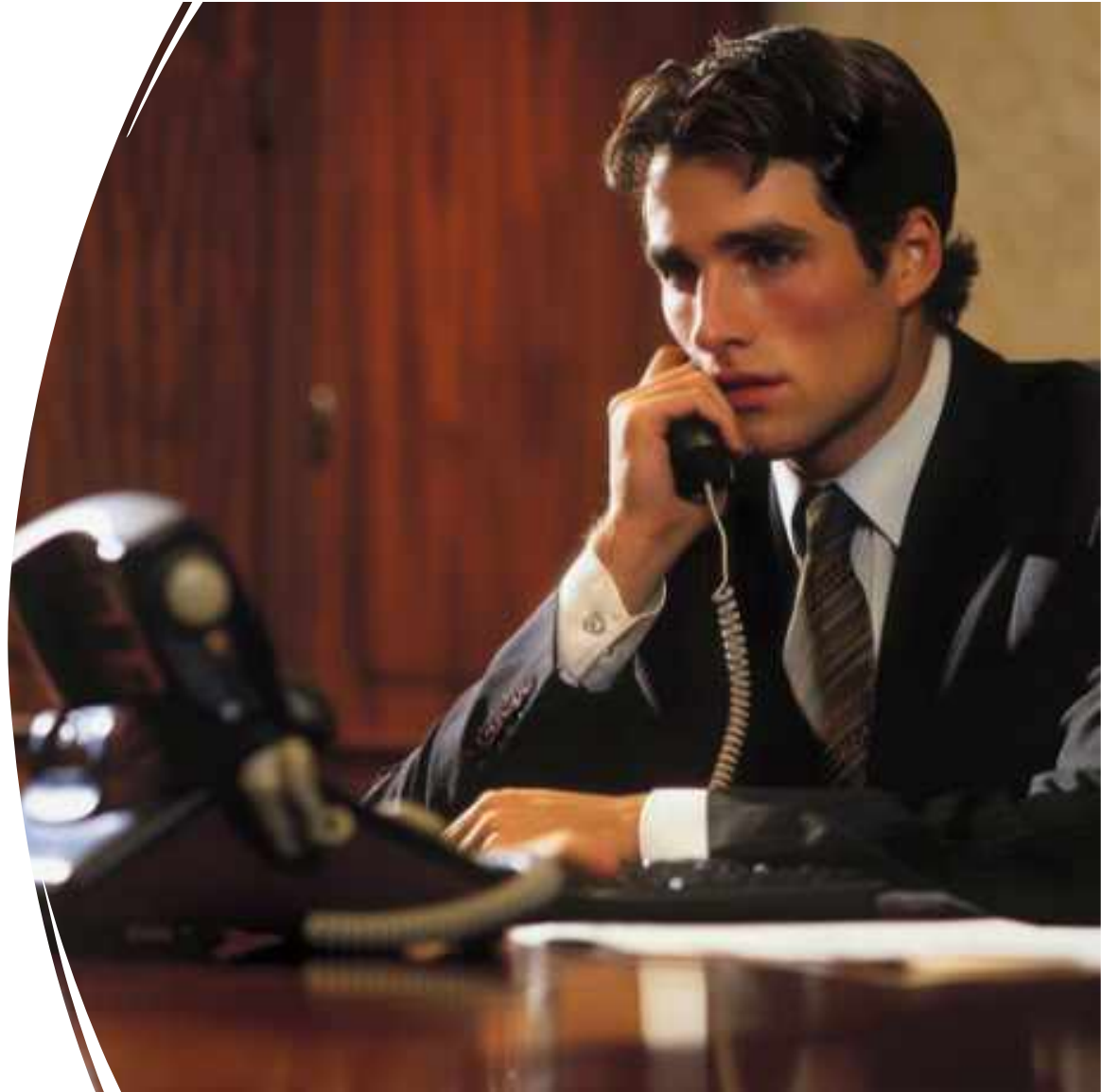
*"But others fell on good ground and yielded a crop: some a hundredfold, some sixty, some thirty."*



## We Don't Always Get Good Ground Prospects

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- Even though it's ideal to only have sales calls with good ground prospects, that doesn't always happen.
- You can market in such a way as to minimize the unproductive leads, but inevitably you still get them - Especially if you're cold calling!
- So, how in a sales context, do you deal with each of the four types of soil Jesus referred to.





And He said to them, "Do you not understand this parable? How then will you understand all the parables?"



And it happened, as he sowed,  
that **some seed fell by the  
wayside**; and the birds of the  
air came and devoured it.

---

### THE EXPLANATION

When anyone hears the word of the kingdom,  
and **does not understand it** (connect  
perception with reality), then immediately the  
wicked *one* comes and snatches away what  
was sown in his heart. This is he who received  
seed by the wayside.

*“syniēmi” vs “dianoia” - “making the  
connection of the perception, with the thing  
being perceived”.*



**Some fell on stony ground**, where it did not have much earth; and immediately it sprang up because it had no depth of earth. But when the sun was up it was scorched, and because it had no root it withered away.

---

### THE EXPLANATION

But he who received the seed on stony places, this is he who hears the word and immediately receives it with joy; yet **he has no root in himself** but endures only for a while. For when tribulation or persecution arises because of the word, immediately he stumbles.





And **some seed fell among thorns;**  
and the thorns grew up and choked  
it, and it yielded no crop.

---

### THE EXPLANATION

Now he who received seed among the thorns is he who hears the word, (sprang up and caught his attention) **and the cares (anxieties) of this world,** the deceitfulness of riches, and the desires for other things entering in, choke the word he becomes unfruitful.



And **some seed fell among thorns;**  
and the thorns grew up and choked  
it, and it yielded no crop.

---

### THE EXPLANATION

Now he who received seed among the thorns is he who hears the word, (sprang up and caught his attention) and the cares (anxieties) of this world, **the deceitfulness of riches**, and the desires for other things entering in, choke the word he becomes unfruitful.



And **some seed fell among thorns;**  
and the thorns grew up and choked  
it, and it yielded no crop.

---

### THE EXPLANATION

Now he who received seed among the thorns is he who hears the word, (sprang up and caught his attention) and the cares (anxieties) of this world, the deceitfulness of riches, and **the desires for other things (lusts for things forbidden) entering in**, choke the word he becomes unfruitful.



But **other seed** fell on good ground and yielded a crop that **sprang up**, increased and **produced**: some thirtyfold, some sixty, and some a hundred.”

---

### THE EXPLANATION

But he who received seed on the good ground is he **hears the word, accepts and understands it**, who indeed bears fruit and produces: some a hundredfold, some sixty, some thirty.”

- **Hears the word:** Corresponds to “**sprang up**” (as in sit up, pay attention)



But **other seed** fell on good ground and yielded a crop that **sprang up, increased** and **produced**: some thirtyfold, some sixty, and some a hundred.”

---

## THE EXPLANATION

But he who received seed on the good ground is he **hears the word, accepts and understands it**, who indeed bears fruit and produces: some a hundredfold, some sixty, some thirty.”

- **Hears the word:** Corresponds to “**sprang up**” (as in sit up, pay attention)
- **Accepts or Receives:** Corresponds to “**increased**” as in acknowledging your own – claiming it as yours.



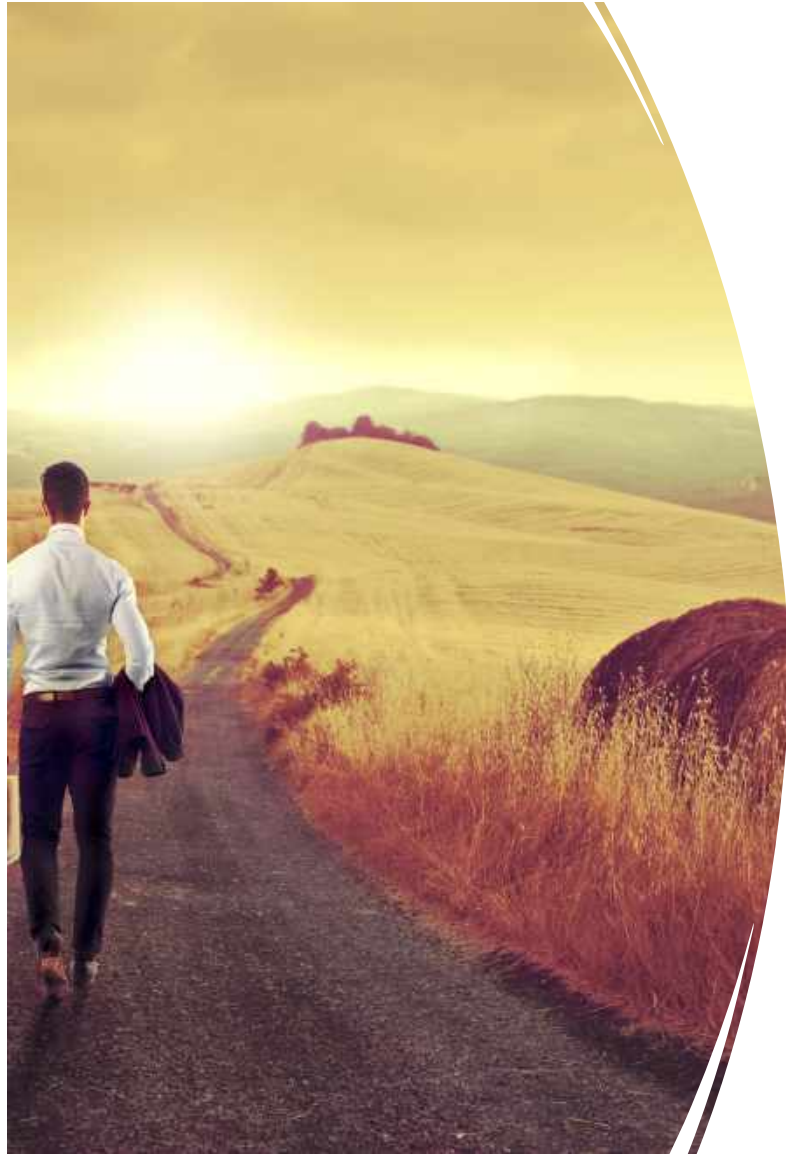
But **other *seed* fell on good ground** and yielded a crop that **sprang up, increased** and **produced**: some thirtyfold, some sixty, and some a hundred.”

---

## THE EXPLANATION

But he who received seed on the good ground is he **hears the word, accepts** and **understands it**, who indeed bears fruit and produces: some a hundredfold, some sixty, some thirty.”

- **Hears the word:** Corresponds to “**sprang up**” (as in sit up, pay attention)
- **Accepts or Receives:** Corresponds to “**increased**” as in acknowledging your own – claiming it as yours.
- **Understands it:** Corresponds to “**produced**”. What did it produce? It connects the abstract with the physical reality.



But **other seed fell on good ground** and yielded a crop that **sprang up, increased** and **produced**: some thirtyfold, some sixty, and some a hundred.”

---

### THE EXPLANATION

But he who received seed on the good ground is he **hears the word, accepts** and **understands it**, who indeed bears fruit and produces: **some a hundredfold, some sixty, some thirty.”**

- **Hears the word:** Corresponds to “**sprang up**” (as in sit up, pay attention)
- **Accepts or Receives:** Corresponds to “**increased**” as in acknowledging your own – claiming it as yours.
- **Understands it:** Corresponds to “**produced**”. What did it produce? It connects the abstract with the physical reality.
- **Who indeed bears fruit and produces:** some thirtyfold, (**Outer Court – learn from others**) some sixty, (**Inner Court – learn from God**) and some a hundred. (**Holy of Holies – work with God**)”