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# The Biblical Way of Persuasion

THE WAY OF THE SPIRIT

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## The Premise

*“And when He has come, He will convict the world of sin, and of righteousness, and of judgment: of sin, because they do not believe in Me; of righteousness, because I go to My Father and you see Me no more; of judgment, because the ruler of this world is judged.” (John 16:8-11)*

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## The Premise

And when He has come, He will **convict**

ἐλέγχω (Elegcho) is the Spirit energized act of ***demonstrating a fault so convincingly that the hearer faces it*** and has the chance to change—more than mere scolding, more than mere logic, always aimed at redemptive truth.

In sales, redemptive truth means exposing the short coming, but instead of condemning or leaving them without hope, you have a way of helping them redeem (buy back) what was the original target (goal).

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## The Premise

And when He has come, He will convict the world of **sin**,

ἁμαρτία (Hamartía) is the failure to hit the right target—whether a moral target (biblical usage) or the ideal of character balance. “to miss the mark, go astray”.

Archer’s arrow ***falling short*** of the bull’s eye.

ἁμαρτία is the Greek portrait of missing your ultimate target—whether that’s God’s moral bull’s eye or a leader’s balanced judgment—reminding us that the ***gravest failures often begin as subtle misdirections of aim.***

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“Convict ... Of Sin ... Because They Do Not Believe ...”  
Expose The Real Problem

**BIBLICAL IDEA**

- Sin = unbelief: the root issue is not seeing reality rightly. (seeing proceeds out of thinking / meditating and precedes believing)
- Convict: Includes the idea of uncovering and bringing to light.

**SALES PARALLEL**

- Unacknowledged pain / disbelief in a better state. Prospects often deny or downplay the cost of their current situation.
- Discovery & diagnosis: ask incisive questions, surface hidden costs, quantify the gap.

WILL → INPUT → THINK → SEE → BELIEVE → FEEL → MOTIVATES → SPEAK → DECIDE → DO →  
RESULTS → MEASURE → IMPROVE → REWARDS

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## Example

- “Our conversion funnel doesn’t just have minor leaks; it harbors a “hamartia”—a structural mis aim that keeps us from hitting revenue targets.”
- It conveys more than a “mistake”: “It’s the ***systemic misalignment that sabotages otherwise sound efforts***—precisely the kind of flaw you must surface and re aim.  
(ἐλέγχω - conviction)

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# The Premise

And when He has come, He will convict the world of sin, and of **righteousness**,

δικαιοσύνη (Dikaiosýnē) is the state or quality of being “in the right” — whether before a court, in covenant relationship, or in the moral fabric of daily life.

Your prospect believes they are doing the right thing and that will correct any hamartia, but Isaiah points out that our righteousness is as filthy rags.

Prospect must understand their current plan or method is at best, a filthy rag. It's not going to work.

They must understand that a gap exists between where they are going and where they want to be and what they are counting on to bridge that gap will not be bridged with their current plan or method.

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“Convict ... Of Righteousness ... Because I Go To The Father ...”  
Define What “RIGHT” Looks Like & Show That You Embody It.

### **BIBLICAL IDEA**

- Righteousness = proven right standing. Jesus' life and departure authenticated His claims.
- Seen no more, yet still trusted

### **SALES PARALLEL**

- Credibility & fit. Demonstrate that you and your solution are the legitimate, trustworthy answer to the gap you just exposed.
- Your authority must stand even when you aren't in the room: Use social proof, case studies, process clarity.

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## The Premise

And when He has come, He will convict the world of sin, and of righteousness, and of **judgment**:

κρίσις (Krisis) is the decisive act—and outcome—of judgment that sorts right from wrong, life from death, now from eternity;

A word that moved from Greek courts and medical charts into Scripture's warning that *every path meets its critical day of reckoning*.

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“Convict ... of Judgment ... Because the Ruler of This World is Judged.”  
Instill a Sense of Urgency (Motivation)

**BIBLICAL IDEA**

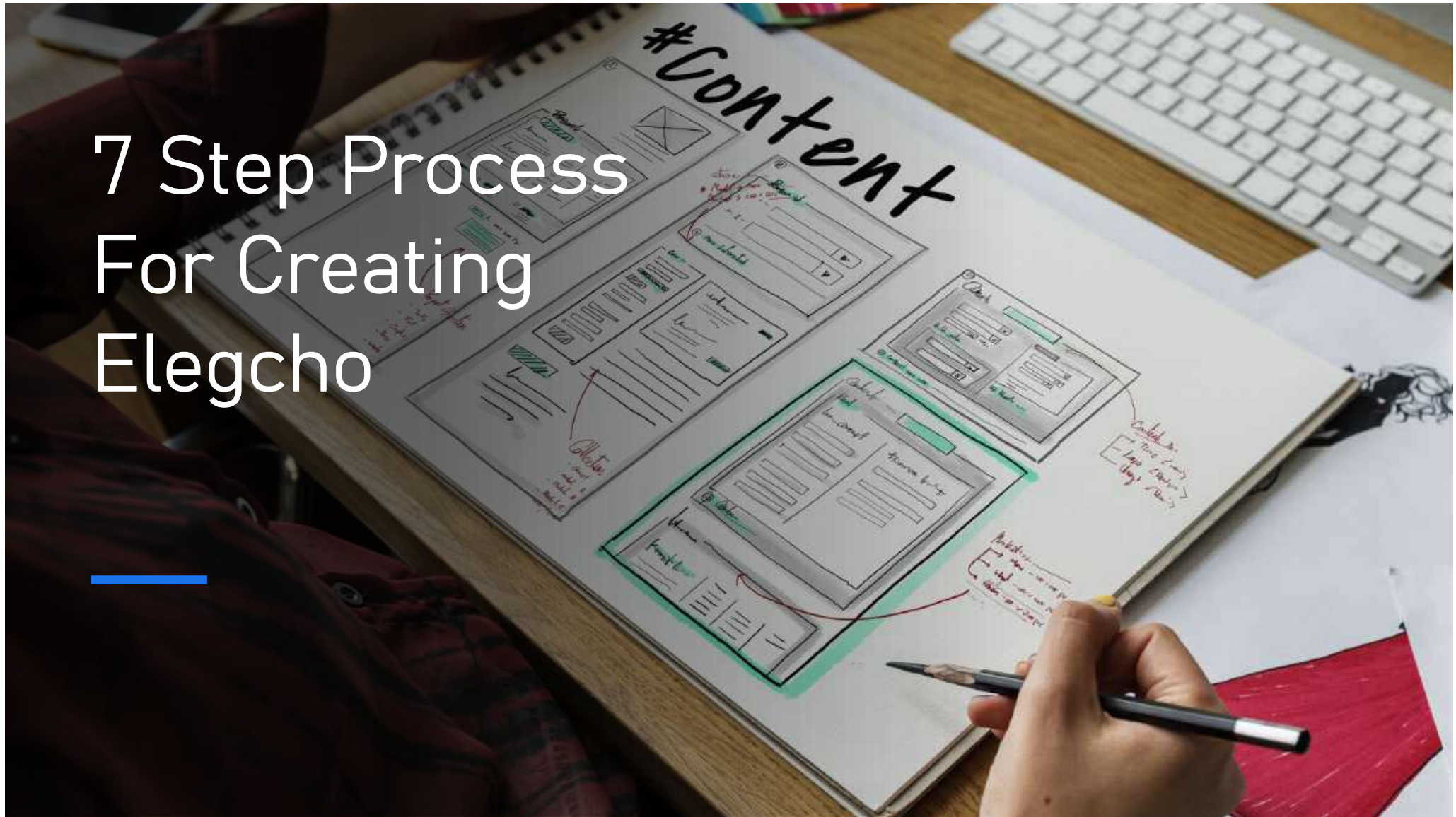
- Judgment = inevitable outcome: the enemy's defeat is certain.
- Already decided: verdict precedes visible outcome.

**SALES PARALLEL**

- Cost of inaction (COI). Staying put has a price tag; markets move, competitors act.
- Opportunity cost is baked in; delay just compounds losses.

# 7 Step Process For Creating Elegcho

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# 1. Earn The Right To Challenge

Goal: Show that you “get” them before you “correct” them.

## WHAT TO DO

- Open with empathic listening: *“Tell me your current approach—What’s working, what’s frustrating?”* (Moses Discovery Questions)
- Summarize back (active reflection). *“So if I’m hearing you right...”*
- Ask permission to share an insight. *“Would it be okay if I pointed out something I’m seeing across companies like yours?”*

## WHY IT MATTERS

- Establishes psychological safety and shows that you respect them and value their insights.
- Signals accuracy and disarms defensiveness (*“They actually listened!”*).
- Makes any forthcoming challenge collaborative, not combative.

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## 2. Surface The Hidden Cost of the belief

Goal: Link the prospect's current thinking to a measurable, felt pain.

### WHAT TO DO

- Use a gap question: *"If you stay on this path for 12 months, how will that impact X?"*
- Apply loss aversion: Quantify how much revenue, time, or market share is quietly leaking.
- Let them do the math aloud (or on a whiteboard).

### WHY IT MATTERS

- Prospects often know the metric but haven't emotionally connected it to inaction.
- People work harder to avoid a \$1 loss than to gain \$1.
- Self generated data convinces far more than supplier provided data.

*So the LORD said to Cain, "Why are you angry? And why has your countenance fallen? <sup>7</sup> If you do well, will you not be accepted? And if you do not do well, sin lies at the door. And its desire is for you, but you should rule over it." **Gen 4***

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### 3. Introduce a reframing insight (“unconsidered need”)

Goal: Plant a paradigm shifting idea that explains why the leak exists.

- “Most teams assume the issue is “A”, but new data shows it’s actually “B” → which silently creates the exact revenue drag you just calculated.”
- *“You’ve heard it said, love your neighbor and hate your enemy, But I say to you, love your enemies, bless those who curse you, do good to those who hate you and pray for those who spitefully use you and persecute you, (REFRAME) that you may be sons of your Father in heaven” (UNCONSIDERED NEED) (Matthew 5:43-44)*
- *“You say, ‘I am rich, have become wealthy, and have need of nothing’—and do not know that you are wretched, miserable, poor, blind, and naked (REFRAME)— I counsel you to buy from Me gold refined in the fire, that you may be rich; and white garments, that you may be clothed, that the shame of your nakedness may not be revealed; and anoint your eyes with eye salve, that you may see.” Rev 3:17-18 (UNCONSIDERED NEED)*

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## 4. Provoke self diagnosis with more questions

Goal: Move from telling to elegchō style convincing by letting them uncover the flaw.

### ASK

- “How does your current workflow handle [root cause B]?”
- “What happens when variable C spikes, like it did last quarter?”
- “What would it take to close that gap?”

### SO THEY REALIZE

- They don't have a good answer, because they've never really looked into it.
- Their strategy is weak or non-existent and therefore ineffective.
- Your solution emerges from their mouth.

*“Where are you? Who told you that you were naked? Have you eaten from the tree of which I commanded you that you should not eat? What is this you have done?” (Genesis 3)*

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## 5. Supply proof moments (stories, metaphors + stats)

Goal: Make the new belief feel safe and normal.

- Third party data (one reputable source).
- Visual before/after: screenshot, dashboard, or simple line graph.
- Mini case (60 seconds): "Acme Corp thought just like you. After switching to X, they cut churn 18% in 90 days."
- I had a client in the same situation you're in now. They were nervous to change, but the cost of doing nothing was unacceptable. Once they made the decision and bought in, the problem went away and so did the drag on expenses, and life was much better.
- *"By faith Noah, being divinely warned of things not yet seen, moved with godly fear, prepared an ark for the saving of his household, by which he condemned the world and became heir of the righteousness which is according to faith."* (Hebrews 11:7)

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## 6. Invite them to teach it back (the litmus test)

- Ask: "If you were explaining this to your CFO, (spouse, business partner, etc.) how would you summarize the shift from A to B?"
- If they nail it, belief has taken root.
- If they stumble, revisit the step 3 or self diagnosis questions in step 4.
- *"He said to them, 'But who do you say that I am?' Simon Peter answered and said, 'You are the Christ, the Son of the living God.' Jesus answered and said to him, 'Blessed are you, Simon Bar-Jonah, for flesh and blood has not revealed this to you, but My Father who is in heaven.'"*  
(Matthew 16:15-19)



## 7. Lay Out The Path Forward

Goal: Transform conviction into action without triggering reactance.

- Mutual plan: “Let’s outline the checkpoints your team would need for buy in.”
- Risk reversal: pilot, opt out clause, or phased rollout.
- Micro commitment: calendar the next workshop, data pull, or stakeholder demo.
- *“And Jesus came and spoke to them, saying, ‘All authority has been given to Me in heaven and on earth...”*
- **NEXT STEP GOING FORWARD...** *“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; and lo, I am with you always, even to the end of the age.”*  
(Matthew 28:18-20)

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# EXAMPLE

- **STEP 1** - RIGHT TO CHALLENGE: "You mentioned churn is 8 %. What does a 1 point reduction mean in dollars?" Prospect: "Roughly \$2 M annually."
- **STEP 2** - HIDDEN COST: "If nothing changes in the next year?" Prospect: "Then, well, \$2 M is gone."
- **STEP 3** - REFRAME: "Here's an insight we've uncovered: 70 % of voluntary churn actually begins inside onboarding, not after the first renewal like most teams assume. May I show you?"
- **STEP 4** - PROVOKE SELF-DIAGNOSIS: "How does your current playbook measure onboarding friction?" Prospect: "...We don't, honestly." You: "When churn spiked last Q4, could that have been accelerated by onboarding issues from Q3?" Prospect: "That makes painful sense."
- **STEP 5** - SUPPLY PROOF: "Acme traced churn back to onboarding and cut losses 18 % in 90 days."
- **STEP 6** - INVITE THEM TO TEACH: "If we mapped that process together next week, what data would you need for your CFO?" Prospect: "I'd need..." (teaches it back)
- **STEP 7** - PATH FORWARD: "Let's schedule your two week trial. Let's start your trial membership."

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# Why this works (science check)

## PRINCIPLE

- Cognitive dissonance (where a person holds two or more conflicting beliefs, attitudes, or behaviors simultaneously..)
- Motivational Interviewing - Ask questions that draw out **their reasons to change**. Opt-in language: "Totally up to you"
- The "Challenger" profile: the rep who intentionally **teaches, tailors, and takes control** of the buying conversation, guiding customers to see their world in a new light and to act on that insight.

## HOW IT SHOWS UP

- Quantifying the leak then revealing a causal mismatch creates tension they want to resolve. (have issues but "we're ok")
- Empathic listening + permission + autonomy (don't tell them what to do... Advise and ask. Keeps resistance low.
- Insight led reframing elevates you from vendor to trusted advisor. "The masses are silently begging to be led." (Ralph Waldo Emerson)

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## QUICK CHECKLIST...

- Rapport & permission first
- Quantified cost of status quo
- Single, memorable reframe (new root cause)
- More questions until they say the gap is real
- Proof story that mirrors their world
- Teach back to confirm belief transfer
- Lay out the path forward

Master these moves and you'll practice a business savvy form of elegchō: exposing the fault with evidence and empathy so the prospect concludes, "Changing isn't your idea—it's obviously mine." (And it is!)