



**GOD'S
QUESTIONING
STRATEGY**

Modeled From The 75
Questions God Asked Job

Selling Requires Educating The Buyer

- Educate means both **to nourish and shape** (external guidance) and **to draw out what is latent** (internal potential).
- Before you can effectively add water (information) into a container, you need to open the lid or mouth ***on the head*** of the container.
- How does one open the lid?
- Before you can “pour” information in, you must “open the lid” of the mind.
- In sales, this means lowering defenses, sparking curiosity, and making the prospect receptive.

Use Curiosity-Triggering Questions

- **Why it works:** The brain naturally leans in to resolve open loops. If a prospect feels a gap between what they know and what they could know, they open up.
- **Example:**
 - “Out of curiosity, have you ever calculated how much revenue is lost each month due to missed follow-ups?”
 - “If I could show you one change that consistently doubles response rates, would you want to know what it is?”
- **Effect:** You open their mind by making them want the information, not resist it.

Tell a Short, Relatable Story

- **Why it works:** Stories bypass analytical resistance and engage imagination. A well-placed story lets the prospect see themselves in a similar situation.
- **Example:**
 - “I was working with a client last year who thought they had maxed out growth... until they realized one overlooked process was leaking six figures annually.”
- **Effect:** Their guard drops because it’s “someone else’s story,” but their brain is comparing and connecting.

Offer a Surprising Fact or Analogy

- **Why it works:** Surprises break patterns and analogies create “aha” moments that simplify complexity.
- **Example (fact):**
 - “Did you know 82% of buyers look at five or more solutions, but only remember one or two that stood out?”
- **Example (analogy):**
 - “Most sales pipelines are like leaky buckets — pouring in more leads won’t help unless you first seal the holes.”
- **Effect:** Their thinking shifts instantly; they’re now open to hear more.

Ask Permission

- Sometimes the simplest “lid-opener” is **respect**.
- **Example:**
 - “Would you be open to looking at this from a different angle for just a minute?”
- When people say yes, they unconsciously open their mind.

SUMMARY

- **Curiosity questions** create hunger.
- **Stories** bypass resistance.
- **Surprising facts/analogies** shift perspective.
- **Permission** gives ownership.

Curiosity Opener

- “Can I ask — Have you ever looked at how much [missed leads / wasted time / stalled deals] are really costing you every month?”
- (pause — let them think, respond)
- “Most leaders I speak with are surprised by the number — and once they see it, they can’t unsee it.”

Relatable Story

- “For example, I worked with a company last year that thought they had a sales ‘closing problem.’ But once we mapped their process, we found out they were actually losing six figures a year before prospects ever got to the proposal stage. Fixing that one gap gave them a record quarter.”
- (let the story sink in — people start to self-identify)

Surprising Analogy or Fact

- “It’s a bit like pouring water into a bucket with holes in it. You can keep adding more water, but unless you seal the leaks, you’ll always be losing most of what you put in. That’s exactly what happens in sales pipelines when certain parts aren’t optimized.”
- (their mind now “sees” the problem — you’ve opened the lid)

Permission to Proceed

- “Would you be open to seeing a quick framework I use that helps companies plug those leaks and capture the growth they’re missing?”
- (once they say “yes,” you’ve gained consent to fill their container with new information — and they’re mentally prepared to listen)

This Process...

- **Sparks curiosity** → opens thinking.
- **Uses storytelling** → helps them see.
- **Delivers analogy/fact** → anchors belief.
- **Asks permission** → ensures receptivity.



God's 7-Part Question Framework

As Modeled in Job

1. Logic Questions (Grounding in Facts)

- God starts with practical, measurable challenges — pulling Job into concrete reasoning.
 - “Where were you when I laid the earth’s foundation? Tell me, if you understand.” (Job 38:4)
 - “Who marked off its dimensions? Surely you know!” (38:5)
- **Sales parallel:** “How are you currently measuring your team’s conversion rates?”

2. Cost Questions (Exposing Gaps)

- God points out Job's lack of capacity to control or sustain creation — exposing his limitations.
 - “Have you ever given orders to the morning, or shown the dawn its place?” (38:12)
 - “Can you bring forth the constellations in their seasons...?” (38:32)
- **Sales parallel:** “What does it cost when you can't control when deals go dark?”

3. Vision Questions (Opening Future Possibility)

- God contrasts Job’s limitations with the grandeur of creation — stretching Job’s imagination.
 - “Can you raise your voice to the clouds and cover yourself with a flood of water?” (38:34)
 - “Do you give the horse its strength or clothe its neck with a flowing mane?” (39:19)
- **Sales parallel:** “What would it look like if your pipeline flowed without interruption?”

4. Identity Questions (Connecting to Who They Are)

- God confronts Job's self-image — are you the one in control, or am I?
 - “Would you discredit my justice? Would you condemn me to justify yourself?” (40:8)
 - “Do you have an arm like God's, and can your voice thunder like his?” (40:9)
- **Sales parallel:** “What would it mean for you as a leader to be known as the one who cracked the growth ceiling?”

5. Humility Questions (Highlighting Blind Spots)

- God asks questions Job cannot possibly answer — designed to bring humility.
 - “Have you journeyed to the springs of the sea or walked in the recesses of the deep?” (38:16)
 - “Do you send the lightning bolts on their way? Do they report to you, ‘Here we are’?” (38:35)
- **Sales parallel:** “If there are leaks in your process costing you six figures, how would you know?”

6. Awe Questions (Expanding Perspective)

- God's questions about the majesty of creation lift Job's mind into awe.
 - "Can you bind the chains of the Pleiades? Can you loosen Orion's belt?" (38:31)
 - "Who provides food for the raven when its young cry out to God?" (38:41)
 - "Look at Behemoth, which I made along with you..." (40:15)
- **Sales parallel:** "If you could 10x your efficiency, how much more could your company impact the world?"

7. Commitment Questions (Permission to Move Forward)

- God closes by asking Job to acknowledge truth and submit.
 - “Will the one who contends with the Almighty correct him? Let him who accuses God answer him!” (40:2)
 - Job’s response: “I am unworthy—how can I reply to you? I put my hand over my mouth.” (40:4)
- **Sales parallel:** “Would you like to see the framework that closes those gaps for companies like yours?”

SUMMARY

- God's **sequence of questions** moved Job from logic (facts) → exposed gaps → vision → identity check → humility → awe → commitment.
- This is the ***exact neural journey*** a prospect should travel in sales to go ***from closed → open → ready to act.***

The Flow...

- God's questions to Job don't follow a rigid 1–7 linear order like a modern sales script.
- Instead, they flow in cycles and layers — but they do move in a general arc that mirrors the journey:
 - **Step 1:** Logic → Gaps (Job 38:4–30)
 - **Step 2:** Vision → Humility → Awe (Job 38:31–39:30)
 - **Step 3:** Identity → Awe → Commitment (Job 40–41)

The Flow...

1. Beginning (Job 38:4–30) → Logic + Gaps

- God opens with concrete, factual challenges: “Where were you when I laid the earth’s foundation?”
- These highlight Job’s lack of knowledge/control (logic + gaps).

The Flow...

2. Middle (Job 38:31–39:30) → Vision + Humility + Awe

- God pivots to the vastness of creation: constellations, weather, animals.
- These questions stretch Job's imagination (vision), expose blind spots (humility), and lift him into wonder (awe).

The Flow...

3. Climax (Job 40–41) → Identity + Commitment

- God challenges Job's posture directly: "Would you discredit my justice? Do you have an arm like God's?" (identity).
- Then He introduces Behemoth and Leviathan — symbols of overwhelming power (awe + humility combined).
- Finally, God asks for Job's response (commitment).

Why This Matters Neuroscientifically

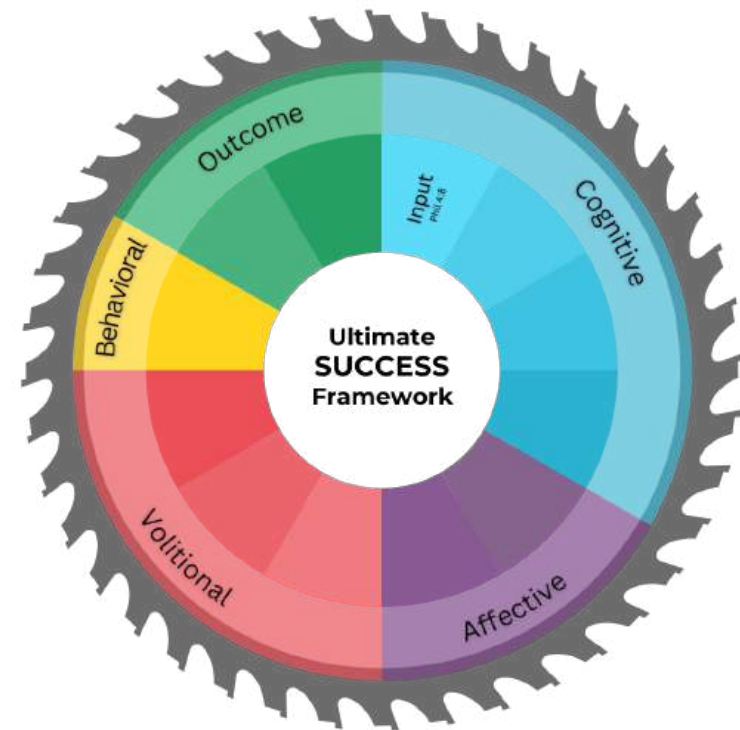
- The brain learns best in **waves** of tension and release, not straight lines.
- God uses **contrast**: fact → wonder → identity → awe → surrender.
- The *overall direction* is toward Job's humility and openness, but the **path spirals** rather than marching step by step.

Sales Application

- In sales, you don't need to fire questions in a strict 1–7 order.
- You start with logic/cost (gaps) to ground them.
- You layer in vision/humility/awe to expand and open.
- You end with identity/commitment to seal the deal.
- It's more like a symphony with movements than a checklist.

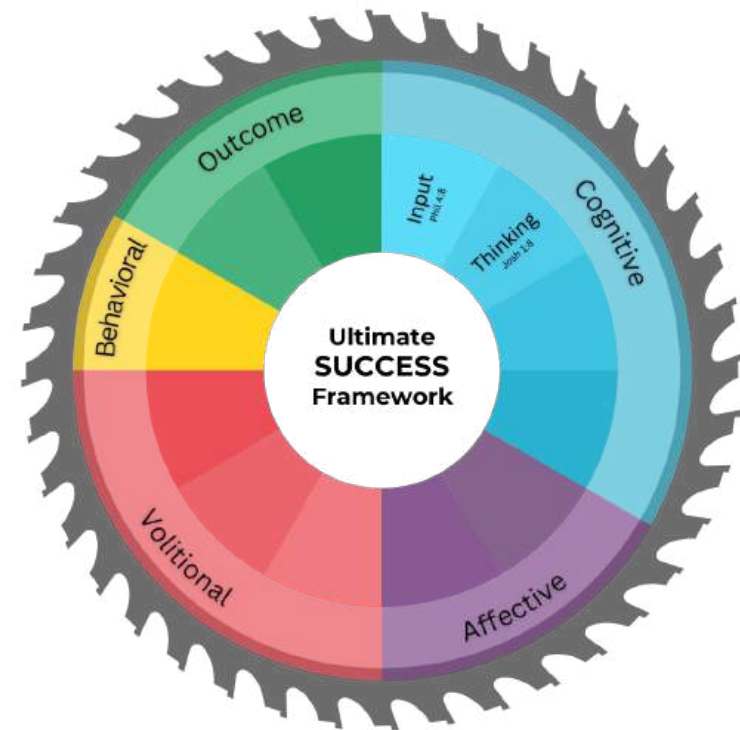
Stage 1: INPUT (Stimulus enters the mind) (Where are you now?)

- **God's method:** Opens with sharp, factual questions. “Where were you when I laid the earth’s foundation?” (Job 38:4).
- **Sales parallel:** Start with logical, curiosity-driving questions about the prospect’s situation.
 - “How are you tracking follow-ups today?”
 - “What % of your leads convert to meetings?”



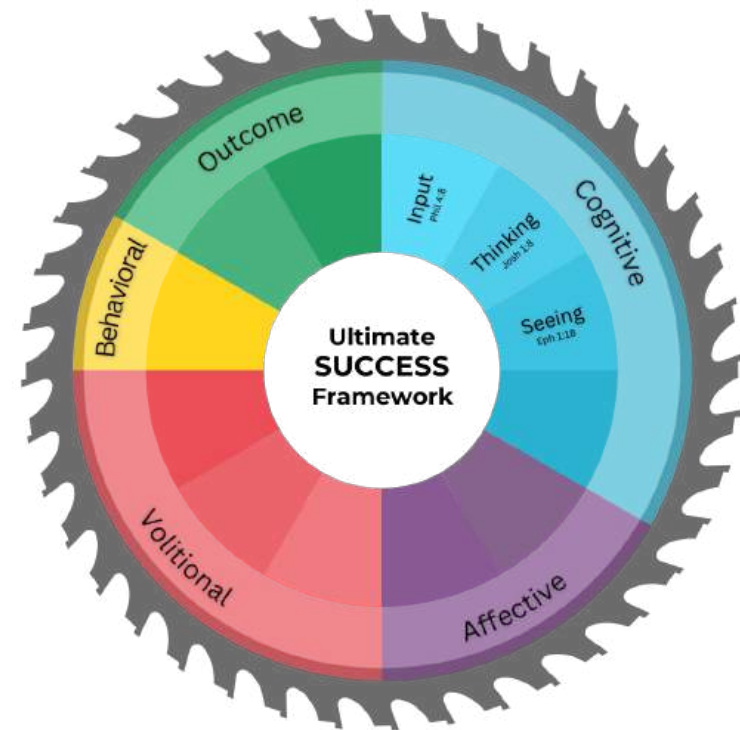
Stage 2: THINKING (Processing the input logically) (What's Missing?)

- **God's method:** Exposes Job's knowledge gaps (Job 38:12–30). These trigger humility through logic.
- **Sales parallel:** Cost/exposure questions that surface hidden losses.
 - “What does a stalled deal cost you each month?”
 - “If you had a leak in your pipeline, how would you know?”



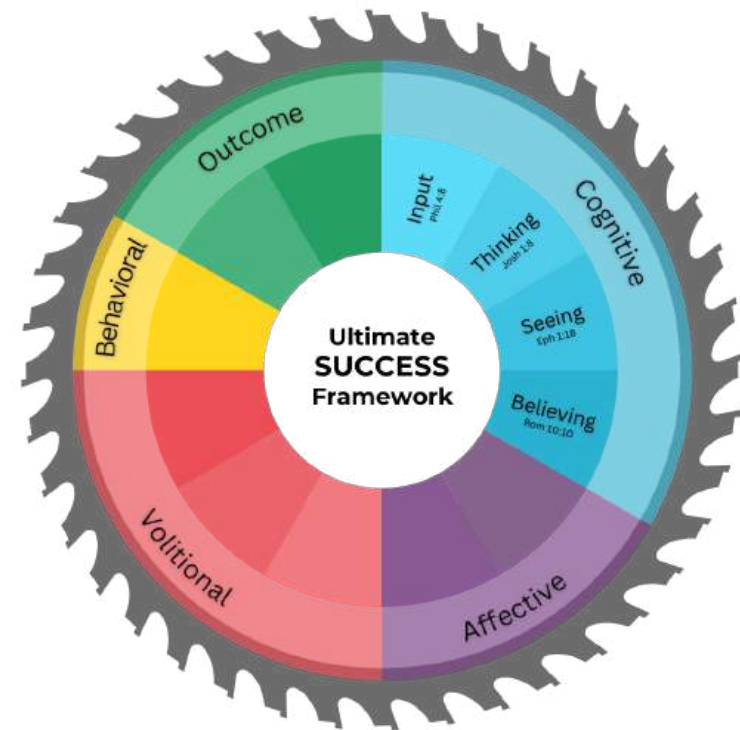
Stage 3: SEEING (Visualizing possibilities or realities) (What's Possible)

- **God's method:** Uses vivid imagery — constellations, storms, animals (Job 38:31–39:30). Job sees vast realities beyond himself.
- **Sales parallel:** Vision questions that invite the prospect to imagine.
 - “What would it look like if every qualified lead got nurtured perfectly?”
 - “What would hitting every quarterly target do for your team?”



Stage 4: BELIEVING (Shifting identity, surrendering to new truth) (Who are you now? Next Step?)

- **God's method:** Challenges Job's posture. "Would you discredit my justice? Do you have an arm like God's?" (Job 40:8–9). Followed by Behemoth & Leviathan (awe + humility). Job finally confesses: "I am unworthy." (40:4).
- **Sales parallel:**
 - **Identity questions:** "What would it mean for you to be the leader who cracked the ceiling?"
 - **Awe questions:** "If you could 10x efficiency, what would that mean for your impact?"
 - **Commitment questions:** "Would you like to see a framework that makes that possible?"



Timing as a Spiral

- **Not linear.** Just as God cycles through logic, awe, humility, and then back again, you can flex depending on the prospect's state.
- **But the arc is consistent:**
 1. Start **logical & concrete** → engage the rational mind.
 2. Move to **gaps & cost** → create tension.
 3. Expand into **vision & awe** → unlock imagination.
 4. Confront **identity & humility** → lower defenses.
 5. Lead to **commitment** → secure openness for the solution.

SUMMARY

- God's questioning of Job is a masterclass in persuasive communication.
- He didn't "tell," He **asked**.
- He didn't go in a straight line, He **spiraled upward**.
- He guided Job through the same journey every salesperson wants:
Input → Thinking → Seeing → Believing → Committing.