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# SELLING AMONG WOLVES

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**GOD'S WORD:** *“ Now when they heard this, they were pricked in their hearts, and said unto Peter and to the rest of the apostles, Men and brethren, what shall we do?” (Acts 2)*



**Premise:** People don't usually change until they feel the pain of remaining the same. Our job is to help our prospects realize they have pain and with their help, correctly diagnose it. Then and only then, are we to prescribe a course of treatment. A very successful model for uncovering pain and its causes is the P.A.I.N. Index below. Let's take a look...

Seek first the kingdom of God and His righteousness, and all these things shall be added to you. Therefore do not worry about tomorrow, for tomorrow will worry about its own things.

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## GOD’S ORDINANCES (teachings, practices, rules)

**P**roblem: “Then the LORD opened the eyes of Balaam, and he saw the angel of the LORD standing in the way, and his sword drawn in his hand: and he bowed down his head, and fell flat on his face.” (Numbers 22:31) Balaam had a problem but he didn’t see it. The angel of the Lord was blocking his path and his donkey refused to go any further. Balaam beat the donkey, but the donkey was not the problem, only the symptom of the problem.

Balaam’s action was similar to having a warning light go off in your car and instead of trying to treat the problem; you get a hammer and knock the warning light out! Many times our prospects are treating or “beating” their symptoms because they cannot see the real problem. Your job is to open their eyes to the real problem or obstacles they have with the use of questions. Give examples of symptoms your prospects are treating where they should be treating the core problem.

**A**ssess Cause & Effect: “Then the Lord opened the mouth of the donkey, and she said to Balaam, ‘What have I done to you, that you have struck me these three times?’” The symptoms were not the problem and the donkey, instead of telling Balaam what the problem was, began reasoning with him, leading him, through the use of questions, inferring that he needed to look elsewhere for the cause of his problem.

You might apply it this way... “Do you think the inefficiency is because of your employees or is it possible they’re being asked to accomplish more than their tools (computer, lathe, saw, truck, whatever) will allow?” Better yet, when the prospect identifies a problem or even a symptom, simply ask them what they think causes that. Then ask them to share with you what they think the effect of that is. What kind of problems do your prospects have and how can you reveal the cause and effect using questions?

**I**mplications: “So the donkey said to Balaam, ‘Am I not your donkey on which you have ridden, ever since I became yours, to this day? Was I ever disposed to do this to you?’” The donkey presses his line of questioning further with Balaam, apparently amazed that Balaam couldn’t yet see the problem. The donkey was in effect saying, “We’ve been together a long time and suddenly I stop on a path and refuse to move. Gee Balaam. Do you think there might be a problem you don’t see?”

Have you considered the implications of my refusal to move forward even though you’ve beaten me with a stick three times? Think about it Balaam, there might be something more to this.” Help your customers not only discover their problems and identify the root cause and effect, but also dig deeper and discover the implications. It was only after Balaam thought of the implications that the Lord opened his eyes to see and

**“And you shall instruct** understand the problem.

**them in laws (GOD’S WORD) and ORDINANCES and show them THE WAY to live, and THE WORK they must do.”**

The best way to uncover the implications, which lead to understanding, is to keep building on the cause and effect questions with questions like, “What happens when that happens? Really? When that happens, how does that impact you?” Keep pressing until you strike a nerve, until a light goes on, until their eyes are opened. Someone share an example from their business of how you could do this.

**(Exodus 18:20)**

**N**ext Step: “And Balaam said... ‘I have sinned, for I did not know You stood in the way against me. Now therefore, if it displeases you, I will turn back.’” Once Balaam saw the problem, he was ready for whatever the next step was. Once your prospect sees the full extent of the problem, simply ask, “What would you like to do about that now?” or “What do you see as a logical next

step?” Don’t tell them the next step. Ask them!

**Prayer:** “Father God, make me sensitive to the pains of my prospects and give me wisdom to prescribe the right course of action so both of our needs will be met and You will be glorified. In Jesus name. Amen”