



SELL LIKE JESUS

THE THREE C'S OF SELLING

Typically we do not think of Jesus as a salesman. However, considering his group of followers continues to grow and we are still talking about him 2,000 years later, it's safe to say Jesus had a highly effective sales pitch, model and strategy.

JESUS'S RELATIONAL SALES MODEL: A Summary

In Luke 5:3-5, we see Jesus first **connects** with Simon Peter by going to his boat (his place of work) while he was washing his nets.

Then Jesus teaches **content** to the people from the boat and from there he learns more about their recent challenges with fishing.

Lastly, Jesus goes in for the **close** as he asks them to, "Put out into the deep and let down your nets for a catch."

KEY CONCEPTS WE LEARN FROM JESUS:

Connect:

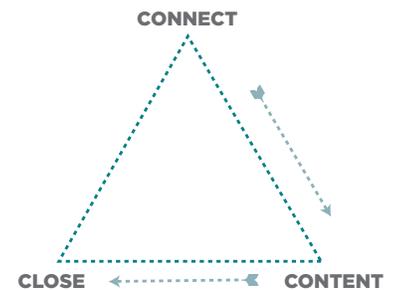
- **Build Relationship:** Ask questions & truly engage so they know you care.
- **Consultative Selling:** Discover their greatest challenges and frustrations.

Content:

- **Meet Their Needs:** Demonstrate how your product can solve their pain points.
- **Stay Focused:** Only talk about the items that concern them.

Close:

- **Clarify Next Steps:** Tell the customer the next steps for engagement.
- **Ask For The Order:** Ask for the sale. Don't assume they'll commit on their own.



PITFALLS OF NOT DOING EACH OF THE 3 C'S:

- **Connection and Content — No Close:**
 - Assuming the customer will just give the purchase order.
 - Common for people who are friends with the customer.
 - Never get the sale and an opportunity is lost.
- **Connection and Close — No Content:**
 - Customer will not think you are bringing value.
 - Need to provide value to open up more opportunities.
- **Content and Close — But No Connection:**
 - The "show up and throw up" model.
 - No relational capital or trust is created so customer is not wanting to buy from you.