



Course 4, Session 4 Student Notes: Tell the Truth, Even When It Costs the Sale

Honest Weights and the Sale You Are Willing to Lose

Big Idea: Never close a sale with a stretch or a lie. If your offer is not right for someone, say so, and trust God with the lost sale.

How to use these notes. These are yours to study on your own, before or after the session. Read each section slowly. Under every principle there is a **Notes** space to write what stands out to you, and a **Reflect** question to answer honestly in writing. Keep your Bible nearby. Take about 30 minutes, and end in prayer. Bring your notes and questions to the group.

Open in Prayer

Before you begin, pray this simple prayer, or your own: "Father, You delight in righteous lips and honest weights. Give me the backbone to tell the whole truth, in every deal, even when it costs me. Search my heart and show me the places I am tempted to shade the truth. Amen."

The Scripture for This Session

Read these slowly, out loud if you can:

- **Mark 10:21**, "Then Jesus beholding him loved him, and said unto him, One thing thou lackest: go thy way, sell whatsoever thou hast, and give to the poor, and thou shalt have treasure in heaven: and come, take up the cross, and follow me."
- **Matthew 5:37**, "But let your communication be, Yea, yea; Nay, nay: for whatsoever is more than these cometh of evil."
- **Proverbs 11:1**, "A false balance is abomination to the Lord: but a just weight is his delight."
- **Leviticus 19:36**, "Just balances, just weights, a just ephah, and a just hin, shall ye have."

Reflect: Before this session, where has honesty in a sale felt costly to you? Name the situation. Be honest.

The Big Picture

Picture an old market town and a grocer with two sets of weights hidden under his counter, a heavy one for buying and a light one for selling, so he gains a little on every single transaction. Nobody can see it. Every scale looks honest from the customer's side. He could do this for forty years and still call himself a good businessman. Then hear what God says about that man in Proverbs 11:1, "A false balance is abomination to the Lord."

Most of us will never rig a scale. But every time we shade the truth to close a sale, we quietly slide a lighter weight onto the customer's side and a heavier one onto our own. This session is about the weights nobody sees. In the first three sessions we agreed that selling is serving, that we persuade only in the open, and that we listen before we pitch. Now comes the test that proves all of it is real. What do you do when the honest answer would lose the sale? If we will only tell the truth when it helps us, we never really believed in the truth at all. Read each of the four truths below, write your notes, and answer the reflections. We are going to settle, before the pressure ever hits, that the truth is not for sale.

Principle 1: The Truth Is Not for Sale.

There is a sales conversation in the Gospels that Jesus walked away from on purpose, and it should rewire everything you have been taught about closing. A man runs up to Him, kneels down, and asks the most eager question a person can ask, "Good Master, what shall I do that I may inherit eternal life?" Look at this prospect. He is wealthy. He is sincere. He is running toward the offer. He is kneeling. In sales terms this is the dream, a qualified, motivated, ready to buy lead who came to you. Every instinct says close him, and close him gently, because he is so close.

And what does Jesus do? He tells the man the hard, full, complete truth and does not discount the cost by a single word. He lays the real price on the table, and the text says the man went away grieved. Jesus let him walk. Here is the principle to carry out of this room: a yes you win with a stretch is not a win, it is a debt, and you will pay it back later with interest. When you tell a customer it will be easy while you know it will be hard, or imply a fit you are not sure of, or leave out the catch, you get the sale, and then reality arrives the way reality always does. Now you have a customer who feels deceived, a refund to fight, a review to dread, and a name that got a little smaller in your own town. The truth is simply not something you are allowed to sell.

Reflect: Where are you tempted to stretch the truth to close, the ease you overstate, the cost you understate, the fit you are not sure of? Name the exact stretch.

Notes:

Principle 2: You Are Allowed to Lose a Sale.

Let this set you free. You are allowed to look a warm, ready prospect in the eye and say, “Honestly, I do not think this is the right fit for you, and here is why.” That sentence feels like it is killing your business. It is actually building it.

When you tell someone a truth that costs you the sale, you do something no amount of marketing can buy. You prove that your recommendation is trustworthy even when it does not profit you. And that person remembers. They come back. They send their friends. The sale you honestly turned down becomes three sales you never chased, because you became the one seller they know will tell them the truth. Proverbs 16:13 says righteous lips are the delight of kings, and they love the one who speaks what is right. The honest seller is the one the market eventually loves, because the honest seller is the one whose word you can build on. You can lose a sale and keep your integrity. You can never lose your integrity and keep your peace.

Reflect: When was the last time you let a sale walk for the sake of honesty? If never, what fear has stopped you?

Notes:

Principle 3: Love and the Hard Truth Are Not Opposites.

Here is the verse that unlocks the whole story. Mark 10:21 says, “Then Jesus beholding him loved him,” and in the very same breath He tells the man a truth so costly the man walks away grieving. The love and the hard truth came from the same heart, in the same sentence. What Jesus was about to do, telling the man the full, costly price, was not cold and it was not a rejection. It flowed out of love.

Sit with that, because it breaks a lie most of us have believed, that telling someone a hard truth means you do not care about them. The most loving thing you can do for a person is sometimes the very thing that loses the sale. Every time you are tempted to shade the truth to close, you tell yourself it is the kind thing, the smooth thing, the thing that spares everyone discomfort. But that is not love. Love tells the truth that costs, and then trusts God with how the person responds. The seller who truly cares about the customer is the one willing to tell them the truth that does not profit the seller.

Reflect: Where have you called it “kindness” to avoid a hard truth, when the truly loving thing would be to say it plainly, even at a cost to you?

Notes:

Principle 4: Honest Weights Are the Character of God on Display.

This is not just good strategy, it is the character of God. Leviticus 19:36 says, “Just balances, just weights, a just ephah, and a just hin, shall ye have.” God ties honest business directly to who He is. A rigged scale is not a small thing to Him. It is an abomination, the same word the Bible uses for the gravest sins, because it takes His name, the name you carry as His child, and uses it to cheat the very people you are supposed to serve.

So when you tell the truth and it costs you, you are not just being a good businessperson. You are showing a watching customer what your Father is like. This is why Jesus said in Matthew 5:37, “Let your communication be, Yea, yea; Nay, nay,” anything more than that comes from the evil one. The honest seller does not need a hard close. The honest seller needs a clear conscience, and that, it turns out, is the most durable competitive advantage on earth. Consider Patagonia, the outdoor clothing company that on the biggest shopping day of the year once ran an ad headlined “Don’t Buy This Jacket,” asking customers to repair what they owned and buy only what they truly needed. It was the opposite of a pitch, and yet customer trust deepened in a way no ordinary ad could, precisely because people believed the company would tell them the truth even against its own sale.

Reflect: If your customer could see your full motive in every deal, what would change? Where do you need your business to carry honest weights?

Notes:

The Story: The Rich Young Ruler (Mark 10:17 to 22)

Read the whole passage slowly. A man comes running, kneels, and asks earnestly about eternal life. He is young, he is a ruler, and verse 22 tells us he was rich. Picture the sales scene: eager, sincere, qualified, motivated, and he started the conversation. There is no warmer lead in all of Scripture, and every pressure we feel to “not blow it” is loaded into this moment.

Now watch four things. First, verse 21 says, “Jesus beholding him loved him.” The hard truth He is about to speak comes from love, not coldness. Second, He refuses to discount the cost. He does not say “let us start small.” He lays out the full, real price, up front, in the daylight. Third, He lets the man walk. Verse 22, “he went away grieved,” and Jesus does not chase him down the road with a softer offer. He would rather lose a follower than win one with a lie. Fourth, notice the standard this sets: a no built on the truth is cleaner than a yes built on a stretch. Jesus had the warmest possible prospect, and He would not buy the man’s yes with a lighter version of the truth.

Reflect: Jesus had every reason to soften the terms for such an eager buyer, and refused. What “terms” are you tempted to quietly soften to close someone who is close to yes?

Notes:

Put It Into Practice

1. Name the costly truth. Write down the one place in your own selling where the truthful answer would most likely cost you the sale. Be specific: the feature that does not really fit, the timeline that is longer than you imply, the customer this is honestly not right for.

The place where the honest answer would cost me a sale:

The stretch or omission I am tempted to make there:

The exact honest words I will say instead, even if it loses the deal:

2. This week's assignment. In one real conversation, tell a prospect one true thing that does not help your sale, the honest catch, the part that does not fit, the reason they might wait. Then watch what it does to their trust and write one sentence about what you notice.

The true thing I will say that does not help my sale:

What it did to their trust:

Go Deeper (Optional)

- **Read:** *To Sell Is Human* by Daniel Pink.
 - **Listen:** the *TGIF, Today God Is First* podcast by Os Hillman.
 - **Consider:** *The Speed of Trust* by Stephen M. R. Covey, which argues that trust is a hard economic force, deals close faster and cost less where it is high. Set his case inside the deeper truth that we tell the truth because our God is a God of just weights, and the payoff is a gift on top, not the reason.
 - **Study:** Mark 10:17 to 22; Matthew 5:37; Proverbs 11:1; Proverbs 16:13; Leviticus 19:36.
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Close in Prayer

“Father, thank You for a Savior who loved people too much to lie to them, even to win them. Make me a seller like that. Give me the backbone to tell the whole truth when a lighter version would close the sale. Guard me from the hidden weights, the small stretches, the quiet omissions. Let my yes be yes and my no be no. And when honesty costs me, teach me to trust You with the outcome, knowing a good name in Your sight is worth more than any sale. In Jesus’ name, Amen.”

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