



Course 4, Session 6 Student Notes: Keep Your Word, Integrity After the Sale

The Promise That Begins When the Selling Ends

Big Idea: Every sale is a promise. Integrity is keeping it fully, and that is what turns one customer into a stream of referrals.

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. This is the last session of the course, so it also gathers the whole journey into one place. Bring your notes and your questions to the group.

Open in Prayer

Before you begin, pray this simple prayer, or your own: "Father, You are a God who keeps every promise You make. Make me a person whose word can be trusted all the way through, so that my name points back to Yours. Show me the promises I have let slip. In Jesus' name, Amen."

The Scripture for This Session

Read these slowly, out loud if you can:

- **Psalm 15:4**, "In whose eyes a vile person is contemned; but he honoureth them that fear the Lord. He that sweareth to his own hurt, and changeth not."
- **Proverbs 22:1**, "A good name is rather to be chosen than great riches, and loving favour rather than silver and gold."
- **Ruth 3:11**, "And now, my daughter, fear not; I will do to thee all that thou requirest: for all the city of my people doth know that thou art a virtuous woman."
- **Luke 16:10**, "He that is faithful in that which is least is faithful also in much."

Reflect: Before this session, think of a business you would send anyone to, no hesitation. Why do you trust them? Be specific.

The Big Picture

Imagine you buy something from a person who was warm and helpful and convincing right up until the moment your money left your hand. And then something shifts. The calls slow down. The little things that were promised, the follow up, the extra help, the thing they said they would take care of, quietly never happen. You are not angry exactly, but something inside you closes. You will not be buying from that person again, and you will certainly not be sending your friends.

Now think of the other side, a business you would send anyone to. Almost every time, the reason is not that the sale was slick. It is that after the sale, they did exactly what they said they would do, and often a little more. This session is about that after, the part of selling that happens when the selling is supposedly over. For five sessions we have built an honest seller from the inside out, someone who serves instead of pressures, persuades in the open, listens before pitching, tells the truth even when it costs the sale, and has the courage to ask plainly for the decision. Tonight we add the piece that guards all the others: keeping your word after the yes. Because you can serve well, tell the truth, and ask beautifully, and still destroy every bit of trust you built if you do not deliver what you promised. Read the four truths below, write your notes, and answer the reflections.

Principle 1: Every Sale Is a Promise.

We spend all our energy on the conversation that leads up to the sale, the serving, the listening, the truth telling, the ask. And then the person says yes, the money changes hands, and something in us relaxes, as if the work is done. But hear this: the moment someone says yes to you, they have handed you their trust, and every sale is a promise.

It is a promise, spoken and unspoken, that what you said is true, that what you sold will do what you claimed, and that you will be there on the other side of the transaction just like you were on this side of it. Integrity is not mainly about how you sell. Integrity is whether you keep that promise after there is nothing left to gain by keeping it. The sale is not the finish line. It is the beginning of your integrity being tested.

Reflect: What does your customer actually expect from you after they say yes? Name the promises, spoken and unspoken, that your sale makes.

Notes:

Principle 2: Keep Your Word Even When It Hurts.

Here is the verse that sets the standard, and it is a high one. Psalm 15 asks who gets to dwell with God, and right in the middle of the list of that person's marks is this, verse 4: he "swareth to his own hurt, and changeth not." Sit with that phrase. It describes a person who makes a promise, then discovers that keeping it is going to cost them, it is going to hurt, and they keep it anyway. They do not renegotiate. They do not quietly let it slide. They do not find the loophole. They swore, it turned out to hurt, and they did not change.

Now put that into business. You made a promise in the sale. Later you find out that keeping it fully is going to cost you time, or money, or an evening you wanted back. The whole world will tell you it is fine to cut the corner, nobody will really notice. Psalm 15 says the person God honors keeps the promise even when it hurts. Notice that God does not describe someone who only makes painless promises. He describes someone whose word holds precisely when honoring it hurts, and that is the exact place your integrity is proven, after the sale, when the money is already yours and no one would really notice the corner you cut.

Reflect: Where in your business has a promise become costly to keep? What would it look like this week to be the person who swears to their own hurt and changes not?

Notes:

Principle 3: The Small, Quiet Promise Counts as Much as the Loud One.

The temptation is not usually to break a big, obvious promise. That feels like fraud, and most of us will not do it. The temptation is the small slip, the promise that was implied but never written down, the follow up you meant to do, the extra help you offered in the moment to close the deal and then found inconvenient to actually give.

Jesus said in Luke 16:10, "He that is faithful in that which is least is faithful also in much." The small kept promise and the small broken one both tell the truth about you. Your customer feels the difference between a business that does exactly what it said and one that did ninety percent and hoped you would not notice the missing ten. This is why it helps to get specific, to inventory every promise your offer makes, the loud ones and the quiet ones, and to make sure you actually keep each one. A good name, Proverbs 22:1 says, is better than great riches, and your good name is nothing more than the sum of every promise you have kept, especially the ones you could have broken quietly.

Reflect: Which quiet, implied promise in your business is most likely to slip, the one nobody would notice you breaking?

Notes:

Principle 4: Keep It Fully, and Keep It in the Open.

Here is the thing that finishes the whole course. When Boaz kept his promise to Ruth, he did not do it quietly in a corner where it would be easy to fudge. He did it at the city gate, in front of the elders, in the open, and he

even worked through a nearer relative's claim first instead of pretending it did not exist. He kept his word completely, and he kept it in the light.

That is the integrity that finishes an honest sale. You deliver everything you promised, you deliver it fully, and you do it in the open where it can be seen. When you do business like that, your yes really does mean yes all the way through, and your name becomes something people trust with their friends. Think of the online shoe company Zappos, which grew from almost nothing into a giant not by clever selling but by obsessively keeping and over keeping its promises after customers had already paid, free shipping both ways, a full year to return anything, service teams that quietly upgraded delivery as a surprise. It treated every order as a promise to be kept generously, and customers rewarded it by coming back and sending everyone they knew. A kept promise after the sale is not a cost. It is the cheapest and strongest marketing a business will ever have.

Reflect: What is one promise in your business you could start keeping more openly, on the record, so that your integrity can actually be seen?

Notes:

The Story: Boaz Keeps His Word (Ruth 3:11 to 4:10)

Read the passage in two parts, the promise and then the keeping of it. Ruth is a widow, a foreigner from Moab, poor and vulnerable. Boaz is a wealthy landowner and a relative of Naomi's late husband, which under the law makes him a possible kinsman redeemer, someone who could marry Ruth, redeem the family land, and restore the family line. At the threshing floor Ruth asks Boaz to take on that role, and in Ruth 3:11 he makes a clear promise, "I will do to thee all that thou requirest," and his whole city already knows him as a man of good name.

But there is a complication, and how Boaz handles it is the whole lesson. He tells Ruth the truth: there is a kinsman nearer than he is, with a prior legal claim. He could have ignored that and quietly moved ahead. Instead he names the obstacle in the open. Then watch him keep the promise. He goes up to the gate of the city, the public place where legal business was done, gathers ten elders as witnesses, gives the nearer relative the first, rightful chance to redeem, and when that man declines, Boaz steps forward and declares it publicly, "Ye are witnesses this day." He made a clear promise, he told the truth about the obstacle, he kept his word fully and not partly, and he kept it in the open. That kept word put him in the family line of King David and of Jesus Himself.

Reflect: Boaz named an inconvenient obligation out loud instead of hiding it. Where are you tempted to quietly ignore an obligation after a sale, and what would handling it in the open look like?

Notes:

Put It Into Practice

1. Build your promise inventory. List every promise your offer makes to a customer, in two columns. The spoken promises are what you say out loud, in writing, in the pitch. The implied promises are what the customer reasonably expects even though you never said it, the follow up, the responsiveness, the little extra you hinted at. Beside each, mark a K if you reliably keep it or an X if it sometimes slips. Then circle your two most important X promises and write one concrete change that will turn each into a K this month.

The two promises I most need to close the gap on this month:

2. Capstone, your one page Honest Sales Conversation map. Gather the whole course into your own words. Fill in each line, then keep this where you will see it before your next sales conversation.

How I serve, the good thing that happens when they buy from me (Session 1):

The line I will not cross, and the one tactic I will never use (Session 2):

The questions I ask, my promise to diagnose before I prescribe (Session 3):

The truth I will always tell, even when it costs the sale (Session 4):

My clear, honest ask in one sentence, and my one breath prayer before it (Session 5):

The promises I keep, fully and in the open, after the yes (Session 6):

Go Deeper (Optional)

- **Read:** *Business by the Book* by Larry Burkett.
- **Listen:** the *Faith Driven Entrepreneur* podcast.
- **Consider:** *The Thank You Economy* by Gary Vaynerchuk, who argues that in a connected world, what happens after the sale has become the most powerful marketing a business has. Set his case inside Psalm 15's higher call to be a person who swears to their own hurt and changes not.
- **Study:** Ruth 3:11 to 4:10; Psalm 15; Proverbs 22:1; Luke 16:10 to 12; Matthew 5:37.

Close in Prayer

“Father, thank You for this course, and for what You have done in me through it. Thank You for showing me that selling can be clean, that serving and earning can be the same act, that I never have to trick anyone to make an honest living. Thank You most of all that You are a promise keeping God, and that everything I have learned about integrity, I learned first from You. Take the one page map I have built and make it a way of life. Make me a person whose yes is yes, who keeps my word when it costs, who delivers in the open, and who over gives after the sale for the sheer joy of being like You. Let my good name, built one kept promise at a time, bring honor to Your name. In Jesus’ name, Amen.”

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