



Course 4 Workbook

Selling with Integrity. Use it to turn honest service into a clear, clean yes.

Session 1, Selling Is Serving

Notice a real need, ask before you talk, guide with truth.

The real need my best customers are trying to meet:

One question I will ask before I pitch anything:

How I will reframe selling as serving in my own words:

Session 2, Persuasion Without Manipulation

Influence is good. Trickery is forbidden.

One persuasion tactic I use that I should drop because it hides something:

How I will state the truth plainly instead:

The line between honest influence and pressure, in my words:

Session 3, Listen First

Slow down, ask, and listen until you understand.

My three best discovery questions:

Where I tend to talk before I have listened:

How I will know I truly understand their need:

Session 4, Tell the Truth

The truth is not for sale. An honest no beats a dishonest yes.

A place I am tempted to stretch the truth to close:

The honest thing I will say instead, even if it costs the sale:

A customer I should tell I am not the right fit for:

Session 5, Ask for the Decision

The ask is part of the service. Pray, then ask plainly.

My clear, specific ask, written out word for word:

Where I hint instead of asking:

How I will invite the next decision without pressure:

Session 6, Keep Your Word

Deliver everything you promised, in the light.

Every promise I have made that I have not fully delivered:

The step I will take this week to keep my word:

How I will follow up after the sale, on purpose:



Capstone: Selling with Integrity

Pull this course together in one sentence you could say out loud.

What I will put into practice from Selling with Integrity, in one sentence:
