



Course 4, Selling with Integrity: Persuasion, Trust, and the Ethical Close

Block 4 of the Crown Revenue Academy. You have a worldview (Course 1), an offer (Course 2), and honest marketing (Course 3). Now comes the conversation where someone decides. This course teaches you to sell the way Jesus served, with truth, with listening, and with a clear invitation, never with manipulation.

Course Overview

Many believers freeze at selling. It feels pushy, slick, a little dirty, so they either avoid it and stay broke, or they copy the high pressure tactics they hate. There is a third way, and it runs all through Scripture. Real selling is serving a person all the way to a decision that is genuinely good for them. It listens more than it talks, it tells the truth even when the truth costs the sale, and it invites a clear yes without ever manufacturing fear.

You will learn to reframe selling as service, to persuade without manipulating, to listen and diagnose before you ever pitch, to tell the truth even when it loses the deal, to ask for the decision with a clean conscience, and to keep every promise the sale makes.

Who it's for: Anyone who has to ask another human to say yes, in business, ministry, or life, and wants to do it with a clear conscience.

Format: 6 bi-weekly sessions, 60 to 75 minutes each, always free. Same rhythm as the earlier courses.

What you'll walk away with: - A new picture of selling as **serving**, not pressuring - A clear line between **persuasion and manipulation** - A **discovery** habit, asking and listening before pitching - The backbone to **tell the truth** even when it costs the sale - A clean, honest way to **ask for the decision** - A standard for **keeping your word** after the sale

The rhythm of every session: Big Idea, Anchor Scripture, Biblical Case Study, Teaching Points, Real Application, Discussion, Go Deeper (a linked book and a linked podcast).

Session 1, Selling Is Serving

Big Idea: A sale is the moment you help a person get something they genuinely need. Selling, done right, is love in action, not a trick.

Anchor Scripture: Mark 10:45 (the Son of Man came to serve); Philippians 2:4 (look to the interests of others).

Biblical Case Study: Philip and the Ethiopian (Acts 8:26 to 39). Philip runs up to a stranger's chariot and does not launch into a speech. He asks a question: do you understand what you are reading? The man invites him up, Philip meets him exactly where he is in the text, explains the good news, and the man arrives at a

clear decision and is baptized that same hour. That is the shape of honest selling: notice a real need, ask before you talk, guide with truth, and help the person reach a genuine yes.

Teaching Points: 1. Selling is simply serving someone across the finish line of a good decision. 2. If your offer truly helps them, not selling it is the unkind option. 3. Start by noticing and asking, the way Philip did, not by pitching. 4. Your goal is their good, and the sale is what happens when their good and your offer meet.

Real Application: - *In the room:* Write one sentence finishing this: "When someone buys from me, the good thing that happens in their life is _____. " - *This week:* Have one conversation where your only goal is to help the person, and notice how the pressure leaves the room.

Discussion: - Where has selling felt dirty to you, and what belief is underneath that feeling? - If your offer is genuinely good, is it more loving to sell it or to stay quiet?

Go Deeper: **Read:** [The Go-Giver by Bob Burg and John David Mann](#) · **Listen:** [B.O.S.S. Moves Podcast by Dr. Myron Golden](#)

Session 2, Persuasion Without Manipulation

Big Idea: Persuasion is honoring, manipulation is sin. The line between them is simple: are you serving this person, or using them.

Anchor Scripture: 2 Corinthians 5:11 (we persuade men); 2 Corinthians 4:2 (we have renounced underhanded ways and set forth the truth plainly).

Biblical Case Study: Paul's Open Statement of the Truth (2 Corinthians 4:1 to 2; 5:11). Paul plainly says he persuades people, he is not against influence. But in the same breath he says he has renounced the hidden, shameful, underhanded ways, and instead commends himself by the open statement of the truth. That is the whole ethic of selling in two verses. Influence is good, you are allowed to move people. Trickery is forbidden, you may never move them with a lie, a hidden hook, or a pressure they cannot see.

Teaching Points: 1. Persuasion serves the other person's real interest. Manipulation serves only yours. 2. Anything hidden, the real price, the catch, the true terms, is a red flag. 3. Real urgency and real scarcity are honest. Invented ones are lies. 4. If you would be embarrassed for them to see your full motive, do not do it.

Real Application: - *In the room:* Audit one of your own sales tactics. Is it open and serving, or hidden and pressuring? Rewrite it to pass the test. - *This week:* In your next pitch, say the one thing you are tempted to leave out, the honest catch, out loud.

Discussion: - Where is the line, for you, between a strong invitation and pressure? - What is one common sales tactic you have decided you will never use?

Go Deeper: **Read:** [Influence by Robert Cialdini](#) · **Listen:** [The Rabbi Daniel Lapin Podcast](#)

Session 3, Listen First: Discovery and Real Need

Big Idea: You cannot serve what you have not heard. Great selling is mostly asking good questions and truly listening.

Anchor Scripture: Mark 10:51 (Jesus asks, what do you want me to do for you?); Proverbs 18:13 (to answer before listening is folly and shame); James 1:19 (quick to hear, slow to speak).

Biblical Case Study: What Do You Want Me to Do for You? (Mark 10:46 to 52). Blind Bartimaeus cries out, and Jesus, who already knows everything, still stops and asks him, what do you want me to do for you? He honors the man by letting him name his own need. If the Son of God asked before He acted, no salesperson is above discovery. The fastest way to serve someone is to slow down, ask, and listen until you actually understand what they are trying to solve.

Teaching Points: 1. Ask more than you tell. Diagnosis before prescription. 2. People buy when they feel understood, not when they feel pitched. 3. Listen for the real problem under the stated one. 4. Answering before you have listened is, Scripture says, folly.

Real Application: - *In the room:* Write five honest questions you could ask a prospect that have nothing to do with your product, only their situation and their goal. - *This week:* In one sales conversation, spend the first two thirds only asking and listening.

Discussion: - Are you a teller or an asker in sales conversations, and what would change if you flipped it? - What is one question that always opens people up about their real problem?

Go Deeper: **Read:** [Never Split the Difference by Chris Voss](#) · **Listen:** [Faith Driven Entrepreneur podcast](#)

Session 4, Tell the Truth, Even When It Costs the Sale

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

Anchor Scripture: Matthew 5:37 (let your yes be yes and your no be no); Proverbs 16:13 (righteous lips are the delight of kings).

Biblical Case Study: The Rich Young Ruler (Mark 10:17 to 22). A wealthy, eager prospect runs up ready to commit. And Jesus, instead of softening the terms to close him, tells him the hard, full truth, sell what you have and follow me. The man walks away grieved, and Jesus lets him go. He would not win a follower with a discount on the truth. That is a stunning sales standard: the truth is not for sale, and a yes built on a lie is worse than an honest no.

Teaching Points: 1. If it is not a fit, telling them so builds the trust that brings them back. 2. A sale won with a lie is a debt you will pay later, with interest. 3. Let your yes be yes. Do not promise what you cannot deliver. 4. You can lose a sale and keep your integrity. You can never lose your integrity and keep your peace.

Real Application: - *In the room:* Name one situation where the honest answer would cost you a sale. Write what you would actually say. - *This week:* Tell one prospect a true thing that does not help your sale, and watch what it does to their trust.

Discussion: - When did honesty cost you a sale, and what did it gain you later? - Where are you tempted to stretch the truth to close, and how will you guard against it?

Go Deeper: **Read:** [To Sell Is Human by Daniel Pink](#) · **Listen:** [TGIF, Today God Is First by Os Hillman](#)

Session 5, Ask for the Decision

Big Idea: Serving someone includes inviting them to decide. A clear, honest ask is a gift, not a pressure.

Anchor Scripture: Nehemiah 2:4 to 8 (Nehemiah prays, then makes a clear, bold request); Esther 7:3 (Esther names exactly what she asks for).

Biblical Case Study: Nehemiah's Ask (Nehemiah 2:4 to 8). The king asks Nehemiah what he wants. Nehemiah shoots up a quick prayer, and then he asks, clearly and specifically, for permission, for time, and even for the timber to do the work. No mumbling, no hinting, no hoping the king will guess. He prayed, then he asked plainly for exactly what he needed. Many honest people serve beautifully and then never actually invite the decision. The ask is part of the service.

Teaching Points: 1. After you have served and told the truth, ask plainly for the decision. 2. A clear ask respects the person enough to let them choose. 3. Pray, then ask, like Nehemiah. Bring God into the moment. 4. Silence after the ask is not pressure, it is room for them to decide.

Real Application: - *In the room:* Write your honest, one sentence ask, the exact words you will say to invite a yes or a no. - *This week:* Make that clear ask in one real conversation, then stay quiet and let them answer.

Discussion: - Do you avoid asking for the decision, and what fear is behind that? - What does an honest ask sound like, compared to a pushy one?

Go Deeper: **Read:** [SPIN Selling by Neil Rackham](#) · **Listen:** [B.O.S.S. Moves Podcast by Dr. Myron Golden](#)

Session 6, Keep Your Word: Integrity After the Sale

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

Anchor Scripture: Psalm 15:4 (he keeps his oath even when it hurts); Proverbs 22:1 (a good name is to be chosen).

Biblical Case Study: Boaz Keeps His Word (Ruth 3:11 to 4:10). Boaz promises Ruth he will settle the matter of redeeming her, and then he does exactly that, publicly, at the city gate, in front of witnesses, even working through a nearer relative's claim first. He could have quietly let it slide. Instead he followed through on his word completely and in the open. That is the integrity that finishes a sale: you deliver everything you promised, and you do it in the light.

Teaching Points: 1. The sale is not the finish line, the promise kept is. 2. Over delivering after the sale is the cheapest, strongest marketing you have (Course 3). 3. Keep your word even when it costs you, like the one Psalm 15 describes. 4. A good name, built one kept promise at a time, becomes your whole pipeline.

Real Application: - *In the room:* List every promise your offer makes, spoken and implied, and check that you actually keep each one. - *Capstone (This Week):* Build your one page Honest Sales Conversation map: how you serve, the questions you ask, the truth you will always tell, your clear ask, and the promises you keep.

Discussion: - Where might a promise be slipping after the sale, and how will you close that gap? - Whose trust have you earned by keeping your word, and how can you do more of that on purpose?

Go Deeper: **Read:** [Business by the Book by Larry Burkett](#) · **Listen:** [Faith Driven Entrepreneur podcast](#)

Expanded Resource Pack (Course 4)

Reputable, mainstream resources on honest selling and persuasion. Each links to where to find it. Run every secular framework through a biblical filter.

Secular Business Books

- *To Sell Is Human* by [Daniel Pink](#) (the modern case that selling is serving)
- *The Go-Giver* by [Bob Burg](#) and [John David Mann](#) (a short parable on giving value first)
- *Never Split the Difference* by [Chris Voss](#) (listening and negotiation)
- *Influence* by [Robert Cialdini](#) (the ethics and psychology of persuasion)
- *SPIN Selling* by [Neil Rackham](#) (asking questions instead of pitching)
- *Getting to Yes* by [Fisher and Ury](#) (principled negotiation)

Blogs and Publications (free, reputable)

- [Harvard Business Review](#) (search their work on sales and negotiation)
- [First Round Review](#) (founder led sales)
- [Lenny's Newsletter](#) (go to market and sales)
- [RAIN Group Sales Blog](#) (consultative selling)
- [Bob Burg's Blog](#) (influence and the go giver way)

Free Online Courses (free)

- [HubSpot Academy](#) (free, well respected sales courses)
- [Coursera: The Art of Sales, Northwestern](#) (free to audit)
- [Y Combinator: How to Talk to Users](#) (discovery and listening)
- [HarvardX on edX](#) (negotiation and persuasion, audit for free)

Watch (reputable YouTube)

- [Daniel Pink on selling and motivation](#)
 - [Chris Voss on negotiation and listening](#)
 - [Harvard Business Review channel](#)
 - [Y Combinator: how to talk to users](#)
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Devotional: Honesty in the Sale (a 6 Day Reading Plan)

Each day, read the verse, sit with the insight, answer the question in writing, then pray.

Day 1: Came to Serve ([Mark 10:45](#))

The Son of Man came not to be served but to serve. If the King of glory led with a towel and not a crown, then the heart of every honest sale is service, not conquest. The pressure leaves the room the moment your real goal becomes their good. You are not there to win them, you are there to serve them, and the sale is simply where their need and your offer meet.

Reflect: In your selling, are you trying to win people or to serve them, and how would serving change the next conversation?

Prayer: Lord, make me a servant in every conversation, more concerned for their good than for my gain.

Day 2: The Open Statement of the Truth ([2 Corinthians 4:2](#))

Paul renounced the hidden, shameful, underhanded ways and chose to commend himself by stating the truth openly. Everything you would rather keep hidden in a deal, the catch, the real cost, the true terms, is the exact thing God asks you to bring into the open. Trickery is just a lie wearing a suit. The open truth is slower, and it is the only thing that builds trust that lasts.

Reflect: What is one thing you are tempted to keep hidden in a sale, and what would it look like to bring it into the light?

Prayer: Father, let there be nothing hidden in how I deal with people, only the open truth.

Day 3: Ask Before You Answer ([Proverbs 18:13](#))

He who answers before he listens, it is folly and shame to him. Even Jesus, who knew every heart, still asked Bartimaeus what he wanted. Most selling fails because we pitch before we understand. Listening is not a soft skill, it is obedience, and it is the fastest way to actually help someone. People open up to the one who asks and waits.

Reflect: Where have you been answering before listening, and what one question could you ask sooner?

Prayer: Lord, make me quick to hear and slow to speak, so I can serve what I actually understand.

Day 4: Let Your Yes Be Yes ([Matthew 5:37](#))

Let your yes be yes and your no be no, anything more comes from the evil one. Jesus told the rich young ruler the hard truth and let him walk away rather than soften the terms to close him. The truth is never for sale. A yes

you won with a stretch becomes a problem you cannot outrun, but an honest no keeps your conscience and often your customer.

Reflect: Where are you tempted to stretch the truth to close, and what is the honest thing you need to say instead?

Prayer: Father, give me the backbone to tell the truth even when it costs me the sale.

Day 5: Pray, Then Ask ([Nehemiah 2:4](#))

The king asked Nehemiah what he wanted, and Nehemiah prayed to the God of heaven, and then he asked, plainly and boldly. Notice the order: a quick prayer, then a clear ask. Many honest people serve well and then never invite the decision, as if asking were rude. It is not. After you have served and told the truth, the ask is a gift that lets the person choose.

Reflect: Do you shrink back from asking for the decision, and what would a clear, honest ask sound like in your own words?

Prayer: Lord, teach me to pray and then ask with courage, leaving the answer in Your hands.

Day 6: Keeps His Word Even When It Hurts ([Psalm 15:4](#))

The one who may dwell with God is the one who keeps his oath even when it hurts. Boaz promised to settle Ruth's redemption, and he did it fully, publicly, at the gate. The sale is a promise, and your integrity is whether you keep it when it would be easier and cheaper not to. A name built on kept promises becomes the only marketing you will ever need.

Reflect: Is there a promise, spoken or implied, that you have let slip, and what will you do this week to keep it?

Prayer: Father, make me someone who keeps his word even when it costs, so my name points back to You.

Instructor Notes (for Fred)

70 minute run of show: Welcome and recap (5), Teaching (15), Case study read through (15), Application built live (15), Discussion (15), Assign plus book and podcast plus prayer (5).

Tips: - Role play the honest version against the pushy version of the same conversation. Students remember what they feel, not just what they hear. - This is the course where people heal their hangups about selling. Give room for honest confession about bad experiences, then point them to the third way. - Collect the one page Honest Sales Conversation maps from Session 6. They become coaching tools and testimonials.

Where this leads: Course 5, Money and Stewardship Systems, where the honest income you now know how to earn gets managed, multiplied, and given away with wisdom.

Crown Revenue Academy · A ministry of Crown Revenue · "Providing for honest things, not only in the sight of the Lord, but also in the sight of men." 2 Corinthians 8:21