



Enable the Buyer: Serve People the Way They Actually Buy

A Self-Study Lesson (read, reflect, and apply on your own)

Big Idea: Stop optimizing for your selling. Serve people the way they actually buy, and equip them to move forward with confidence even when you are not in the room. This is the Golden Rule applied to business.

How to use this guide. Read it slowly on your own. When you reach a Reflect box, stop and actually write your answer on the lines. At the end there is a short exercise and a one week challenge. Take about 30 to 40 minutes. Bring your notes and questions to our next team discussion.

Scriptures for this lesson: Matthew 7:12 (the Golden Rule); Philippians 2:4 (look to the interests of others); Acts 17:11 (the noble Bereans); Ephesians 4:11 to 12 (equip others for the work).

1. The Subtle Mistake Most of Us Are Making

Here is one of the biggest mistakes in business today, and it is easy to miss. Most of us design our whole sales process around what helps us sell, not around how people actually buy. Those sound almost the same. They are not, and the gap between them is where deals quietly die.

For years, selling was built around the live conversation. The seller controlled the demo, the agenda, when information was shared, and how the buyer experienced it. If the buyer wanted to learn more, they had to book another meeting. The seller was the gatekeeper of information. But that world is gone. Today the buyer has the keys. Before they ever talk to you, they have already researched, watched videos, compared options, read reviews, and asked people they trust. They come to you having answered most of their own questions.

Think about your own last real purchase. You did not wake up hoping to be cold called, or hoping to sit through three meetings before you could see how the thing actually worked. You researched. You compared. You tried to get confident before you ever wanted to talk to a salesperson. Your buyers are doing exactly the same thing. Yet most teams still measure success by how fast they can get someone onto a calendar. That is solving for the wrong problem.

Reflect: Think about how YOU buy something important. Now compare it to how you currently sell. Where is the gap?

2. Buyers Want Clarity, Not Another Meeting

Buyers do not wake up wanting another conversation. They wake up wanting clarity. They are trying to answer questions like: Will this actually solve my problem? Will my team really use it? Can I explain this to my boss? Is it worth the cost? What happens if we do nothing?

Notice something. Not one of those questions requires a salesperson to answer it live. They require confidence. And confidence is something you can give a person whether or not you are sitting next to them.

This leads to a truth that makes people uncomfortable: the best sales experience is sometimes less selling, not more. Sometimes it is the one with the fewest conversations, because you gave the person what they needed to move forward on their own. Serving is not the same as hovering. Sometimes the most serving thing you can do is hand someone clarity and get out of their way.

Reflect: What are the real questions your buyer is trying to answer before they can say yes? List two or three.

3. Deals Are Won in the Rooms You Are Not In

Here is where most deals are actually won or lost. Not in your demo. In the rooms you are never invited to. The message between two coworkers. The budget meeting. The hallway conversation after the staff meeting. The moment your champion, the person on the inside who believes in you, tries to explain your product to someone who was never on the call.

And here is the catch. Your champion is usually far less prepared than you think. They leave your meeting excited, then someone asks, “so, why this one?” and suddenly they are trying to recreate a one hour demo from memory. That is a hard job, and most people do it badly, through no fault of their own.

So the shift is this: stop pouring everything into enabling yourself as the seller, and start enabling the buyer. Who is helping your champion build agreement inside their own organization? Who is giving them something clear they can confidently hand to their boss or their team? Who is making it easy for them to advocate for you when you are not in the room? That, now, is the job. The sale does not stop when the meeting ends. That is when the real buying starts, in all the moments you cannot attend.

Reflect: For one real deal or relationship right now, who has to carry it when you are not there, and how prepared are they really?

4. What Scripture Says: The Noble Bereans and the Golden Rule

Read Acts 17:11. When Paul came to Berea, watch how the people are described: “These were more noble than those in Thessalonica, in that they received the word with all readiness of mind, and searched the scriptures daily, whether those things were so.”

The Bereans did not just take Paul's word for it in the meeting. They went home and researched. They dug in on their own time to check whether what he said was true. And notice what Scripture calls this: noble. More noble than those who did not. Their independent research was not treated as distrust, it was honored as wisdom. Paul did not resent it. He simply gave them a message solid enough to survive their investigation.

That is a perfect picture of your buyer today, and how to feel about them. Your buyer is a Berean. They receive your message with interest, then go search everything out for themselves before they commit. The old seller resented that and tried to control the information. The wise one, like Paul, welcomes it, and makes sure that what the buyer finds when they search holds up. You do not fight the buyer's research. You honor it, and you make your truth strong enough to survive it.

Now add the Golden Rule, Matthew 7:12: “All things whatsoever ye would that men should do to you, do ye even so to them.” This is the whole ethic in one verse. You do not want to be cold called, controlled, and forced through three meetings before you can see how something works. So do not do that to others. Sell the way you would want to be sold to. And Philippians 2:4 seals it: “Look not every man on his own things, but every man also on the things of others.” Optimizing for our own selling is looking to our own interests. Serving the way people buy is looking to theirs.

Reflect: Where are you currently selling in a way that you personally would not want to be sold to?

5. The Five Truths to Carry With You

1. Design around how people actually buy, not just around what helps you sell.
2. Buyers want clarity and confidence, not another meeting. Sometimes the best selling is less selling.
3. Deals are won in the rooms you are not in. Enable the buyer and the champion, not just yourself.
4. Honor the buyer's research like the noble Bereans, and make your truth strong enough to survive it.
5. Sell the way you would want to be sold to. Look to the interests of others, not only your own.

6. Your Exercise: Build a Confidence Kit

Pick one real buyer or customer you are serving right now. You are going to prepare what they need to move forward with confidence, even when you are not there.

The buyer or customer I am serving:

The champion who must carry this when I am not in the room (boss, spouse, partner, committee):

The three hardest questions that champion will be asked (for example: why this one, what does doing nothing cost us, will we actually use it):

The clear, true, one or two sentence answer I will equip them with for each question:

One thing I will give them to share internally (a short summary, the real numbers, a way to see it themselves):

7. This Week's Challenge

Take the confidence kit you just built and actually give it to your champion this week. Then ask them one honest question: "If your boss asked you tomorrow why us, could you answer it well without me?"

Their honest answer will show you the single biggest bottleneck in your process. It is usually not your outreach, your objection handling, or your pricing. It is that your buyer does not yet have the confidence to move forward without you sitting next to them. Your job is to give them that confidence.

Write what you expect to learn, then come back and note what actually happened:

8. Devotional

"All things whatsoever ye would that men should do to you, do ye even so to them: for this is the law and the prophets." Matthew 7:12.

Jesus gave us one line that reorders all of our dealings with people, including how we sell. You know exactly how you want to be treated when you are the one deciding to buy: honestly, clearly, without pressure or games, given what you need and then the freedom to choose. The Golden Rule says give others precisely that. When you serve a buyer the way you would want to be served, your work becomes an act of love. And love, it turns out, is also the wisest strategy.

Prayer: “Lord, help me treat every person I serve the way I would want to be treated, with honesty, clarity, and genuine care for their interests and not only my own. Make my work an act of love. Amen.”

9. Go Deeper

- **Read:** *Founding Sales* by Pete Kazanjy (founder-led, buyer-centric selling), and Kevin “KD” Dorsey’s writing on buyer enablement (see Sources and Credits).
 - **Listen:** *30 Minutes to President’s Club* podcast.
 - **Study:** Acts 17:10 to 12 (the noble Bereans), Matthew 7:12 (the Golden Rule), Philippians 2:1 to 5 (looking to the interests of others).
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Sources and Credits

We give honest credit, the way this Academy teaches integrity in everything.

- **Primary inspiration:** Kevin “KD” Dorsey, “You’re Optimizing for Selling” (2025). Kevin Dorsey is a widely followed B2B sales and revenue leader; you can find his work on LinkedIn and through his sales leadership content. The central ideas in this lesson, designing around how people buy rather than how we sell, enabling the buyer and the champion, and the rise of self-serve buying, are his, paraphrased and integrated here with a biblical framework. All credit for that original thinking belongs to him.
- **Related reading:** Pete Kazanjy, *Founding Sales*.
- **Scripture** quotations are from the King James Version (public domain).

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