

Developing Sales Resistance

Genesis 3

(Sermon Supplement Outline © Phil Kayser, 2001)

	Tactics of Advertisers	Illustration	How to Resist	Presupposes
1.	<u>Association</u> : Tying the product to gorgeous or successful people, things or places.	"Now the serpent was more cunning than any beast of the field" (v. 1 with Ezek 28:12-13)	a) Learn to look beyond the packaging and to ask penetrating questions, b) Do research, c) Recognize the limitations of the eye gate.	a) People tend to make decisions by desire more than reason, b) People want authorities to think for them.
2.	<u>Direct Appeal</u> : Appealing directly to those who are under authority	"and he said to the woman." (v. 1)	Think through how the decision will affect the family as a whole. Ask permission. Respect authority. Develop unity and trust in the family	Many are tempted by independence.
3.	<u>Isolation</u> : Hurrying the spending decision so that the spouse does not undermine it.	"And he said to the woman." (v. 1)	Whether husband or wife, don't be pressured into hasty decisions. Get counsel. Talk with those affected.	We are more susceptible when no accountability or time for objective input.
4.	<u>Negative Advertising</u> : Putting the competition into the worst possible light and/or highlighting the negative in the competition while ignoring the weakness of your own product.	"Has God indeed said that you shall not eat of every tree of the garden." (v. 1)	a) Don't take one person's word for it (Prov. 18:17). Develop healthy skepticism, b) Research, c) Gain humility from the KICK principle, d) ask for documentation in writing.	Because of flesh's self-deception, people want to believe claims that support their desire.
5.	<u>Challenging Loyalties</u> : Creating doubts about established wisdom and/or pitting the wisdom of children against the wisdom of the older generation.	"Has God indeed said, 'You shall not eat of every tree of the garden?'" (v. 1)	Value the heritage of previous generations. Promote in yourself covenant accountability.	People have a tendency to individualism.
6.	<u>Baiting</u> into conversation: Engaging you in conversation in order to discover your weak points.	vv. 2-3	Don't feel like you need to be polite with those who have interrupted your schedule to sell you something. Get to the point – don't feel like you need to answer their questions. Offer questions of your own. Control the conversation	Our ego desire to be liked leaves us open to manipulation.
7.	<u>Downplaying Danger</u> : Rejecting or minimizing warnings (tobacco industry, harlot of Proverbs). They also beautify or mask problems	"You will not surely die." (v. 4) See great exposition in Proverbs 7:6-27	Teach yourself and others the evils of such decisions before they are exposed to them. Teach skepticism. "Let the buyer beware." Proverbs 14:15.	People are used to suppressing danger signals if it suits their desires.
8.	<u>Inflated Promises</u> : Making fantastic claims, but doing so boldly and confidently.	"You will not surely die." (v. 4)	Demand documentation in writing. Demand a written contract. Make it a maxim that if it seems too good to be true, it probably is.	People are capable of believing almost anything if it supports their desires.
9.	<u>Exploiting Vulnerability</u> : Discovering the weak point in the customer (in this case lack of knowledge)	"nor shall you touch it" (v. 3)	Either gain adequate knowledge to discourse intelligently on the product or trust someone else to buy it for you.	All creatures have their weak points
10.	<u>Exploiting Ambiguities</u> : Redefining terms so that they will be misinterpreted.	"die" (v. 4)	1) Ask what is meant, 2) Be cautious, 3) learn to analyze words & study logic	Language can often be ambiguous
11.	<u>Winning Trust</u> : Play the good guy or consumer advocate by making a plausible claim that the competition is deliberately concealing information	"For God knows..." (v. 5)	1) Research (be your own consumer advocate) 2) Get a multitude of "counselors"	Life is complex and requires more information
12.	<u>Insider Information</u> (Hot Tips): Claiming to know secrets about the competition	v. 5	1) Distinguish gossip from objective evidence, 2) Ask for it in writing, 3) Remember that language has ambiguities, 4) Demand to see the quotations of the competition in context or look them up yourself, 5) live by Proverbs 18:17, 6) read Proverbs every day to learn about people's motives.	No one can truly know the heart and motives of another, but we tend to be willing to project motives onto others.

The idea for this outline was stimulated by a list of twelve points, in "The Subtle Tactics of Advertising," by Bill Gothard.

13.	<u>Creating Discontent</u>	“For God knows that in the day you eat of it your eyes will be opened and you will be like God, knowing good and evil.” (v. 5)	1) Put off anything that promotes discontent with God – window shopping and fooling with temptation; idolatry. 2) Put on what promotes God as the end in Himself – fast & pray; tithe & give to transfer your affections and treasures to heaven.	The human heart is prone to idolatry and only the Creator or creature can have the supreme place in our hearts.
14.	<u>Perseverance:</u> High pressure sales people don't take “No” for an answer.	“Then the serpent said to the woman.”	Realize that it is Biblical to hang up, to ignore, to walk by or to leave the rudeness of unsolicited, high pressure sales (even if they call you rude). Justification: 2 John 7-11; Jer. 27:9; Prov. 20:19; Rom. 16:17; 1 Tim. 6:3-5; 2 Tim. 3:5; Rom. 16:17-18; Eph. 5:11; 2 Thes. 3:14)	Presupposes that we don't want to appear rude. We want to be liked.
15.	<u>Exposure:</u> Getting people to window shop (through catalogues, special loss leaders, gifts, “you've won” notices, etc.).	(She was tempted while by the tree.)	1) Flee (2 Tim. 2:2), 2) make a plan and stick to the plan when shopping; budget (Prov 21:5)	People are more susceptible when in the context of temptation than when far away.
16.	<u>Feeding pride:</u> Promoting independent thinking	“you will be like God, knowing good and evil” (v. 5; cf. Jude 16)	1) Recognize the presence of pride, and develop humility. 2) Objectify motives by writing down. 3) Run the idea past someone.	Pride is like bad breath: you can recognize it on others, but rarely in self. We need God's grace to overcome.
17.	<u>Redefining need:</u> Making you think that this product is a real need and is essential	“So when the woman saw that the tree was good for food.” (v. 6)	1) Distinguish in your own mind between a need and a want. 2) Ask if this need can be met in other ways. 3) If it is a want, analyze whether your stewardship would be hindered or improved by the acquisition.	We tend to think of most “wants” as “needs.”
18.	<u>Exploit hungers:</u> Appealing to your hegers	“So when the woman saw that the tree was good for food.” (v. 6)	1) Don't show when hungry; be on guard when fasting (1 Cor 7:5; Col. 2:20-3:5), 2) Find contentment in God and a constant awareness of and joy in His presence	
19.	<u>Visual Impact:</u> Using looks to cover defects or in other ways to manipulate the customer's thinking.	“that it was pleasant to the eyes” (v. 6)	1) Understand the power of visual impact to influence us to faulty judgments. 2) Make every act a stewardship act, and operate within the constraints God has entrusted to you. 3) Research.	1) What we see tends to have a stronger control than what we think.
20.	<u>Fulfillment Appeal:</u> Offering fulfillment apart from God.	“desirable to make one wise...” (v. 6)	1) Recognize your own tendencies and give to God. 2) Find fulfillment in God and your relationship to Him rather than in performance, etc.	1) People desire to be fulfilled. 2) People want to be important in the eyes of somebody
21.	<u>KISS:</u> (Sound bites versus substance). Giving incomplete or misleading statements.	Only three sentences used by Satan	1) Recognize problem, 2) Ask reporter questions (who, why, what, etc.) 3) KICK principle of Sandlin's.	There is an appeal to simplicity. We like to know what the bottom line is.
22.	<u>Inverting Weakness:</u> Implying the opposite of weakness through image.	“you will not surely die... you will be like God”	Learn to recognize these lies of imagery and teach them to children.	If someone already wants a product, it is easy to invert
23.	<u>Quick Uninformed Deal Closure with Stranger:</u> A stranger getting the person to make a commitment before leaving.	“and she took of its fruit and ate” (v. 6)	1) Generally, don't buy from someone who is a total stranger (Prov. 6:1-5, 2) Be suspicious of any deal that requires you to decide right now (Prov. 21:5), 3) Do research; don't judge based on first appearances (Prov. 18:17; Gal. 6:4); 4) Think about the negative fallout of your decision (Gen. 3: Deut. 28)	People tend to be too trusting
24.	<u>Peer Pressure:</u>	“She also gave to her husband with her and he ate” (v. 6; cf. v. 12)	1) Develop the fear of God more than of man (Gal. 1:10). Read <i>When People are Big and God is Small</i> . 2) Ask and stir up love (1 John 4:18). 3) Choose to associate more with those who are godly (1 Cor. 15:33; Prov 20:19; 24:21; 22:24)	Those without the fear of God are most susceptible to peer pressure.
25.	<u>Gullibility:</u>	“The serpent deceived me, and I ate” (v. 13)	1) Constantly go to the One who has all wisdom (James 1:5), 2) Don't be hurried into a decision (Prov. 21:5), 3) Get advice (Prov. 11:14)	Lack of experience and knowledge can be exploited
26.	<u>Failure to Admit Wrong:</u>	vv. 7,12-13	Deal with the pride	Pride exists in every fallen heart unless it is crucified.