

THE PERFECT SALESMAN

By

Mac A. Wilson

“IF THE CHURCH IS GOING TO SURVIVE,” said the Reverend Dr. Sterling Edwards, Pastor of South Highland Presbyterian Church, in Birmingham, Alabama, in the 1960’s and 70’s.

We were having lunch at Dales Cellar, a restaurant in Homewood, just out side Birmingham. It was in the early 70s. Sterling was one of the finest and most REAL Christian Ministers I have ever known. I had met him as we were doing business.

I was with IBM, at the time we met, and he was the Pastor of the church down the street. He was buying one of our dictating units. Because I was so impressed with him, I attended his church, for a while, (until the “in-fighting” in the church drove him from the church and ultimately the formal ministry).

What a loss for that organized church. What a fine Preacher he was, and true to the scriptures. There wasn’t a sanctimonious bone in his body, “just the true facts Mam!” (As the T.V. Dragnet series of the day would say). But, now wherever he is, I hope he is following his advice to me.

Sterling went on. Did I say it just that way? I said, yes ... several times. There was a long, thoughtful pause. Then he said, “I should have said, the organized church: the man made church, structure (building), the Elders, The Presbytery, the ordained Ministers, Choirs, etc. Of course the Real Church meaning the Body of Christ will survive and be victorious. It already is. Sometimes we forget that.

Continuing, Sterling said, “If that organized church is to survive, the people in that church **MUST TAKE THEIR CHRISTIANITY SERIOUSLY.” “By that, I mean, take Christ with them **EVERYWHERE THEY GO, ALL THE TIME ...NOT JUST TO THE ORGANIZED CHURCH ON SUNDAYS AND SPECIAL EVENTS, BUT EVERYWHERE, ALL THE TIME ...SERIOUSLY!”****

He went on to explain. During the explanation, he paid me a complement, I felt I really didn’t deserve. He told me that when he heard me address the Downtown Rotary a few years earlier, he said to himself, “there’s a man I could work for and respect.”

Significantly, I talked to them about a Professional Sales Training course I had recently taught on Alabama Educational T.V. (brand new, in those days ... 1966), in concert with SALES AND MARKETING EXECUTIVES (a very active Professional Association, in those days. The course won our Birmingham chapter “THE OUTSTANDING S.M.E. INTERNATIONAL CHAPTER OF THE YEAR AWARD).

Then Sterling said something that literally changed my life. He said, “That’s what I feel you do. **SELLING IS YOUR MINISTRY ...ISN’T IT”? I was stunned. I wasn’t ready for such a revelation. I was so **UNPREPARED, ILLEQUIPPED, SO ... UNWORTHY!** (I didn’t know at the time, it’s not a matter of whether or not I am worthy. I **NEVER WILL BE!** It’s that **JESUS IS WORTHY**).**

Then, I thought about the ministry of Jesus. He chose this little band of misfits (like me), fishermen, tax collectors, zealots, tent makers etc. ... FOR HIS WORK ... NOT THE ORGANIZED CHURCH THAT KILLED HIM. How could this handful on UNTRAINED, COMMON PEOPLE FOLLOW HIM ... AND DO SUCH AN IMPOSSIBLE TASK?

(First Corinthians 1: 26-29 ... For you see your calling, brethren, how that not many wise men, after the flesh, not many mighty, not many noble are called: But God has chosen the foolish things of the world to confound the wise; and God hath chosen the

weak things of the world to confound the things that are mighty: and the base things of the world, and the things that are despised, hath God chosen, yea, the things that are not, to bring to naught things that are: THAT NO FLESH SHOULD GLORY IN HIS PRESENCE.) NOW I SEE ... That's my job description!!!

I have learned since, that all they had to had was have the “WANT TO” AND THE “WILL, TO DO.” He would provide the “How to and the CAN DO.” **THINK HOW THESE PIGMIES WERE TURNED INTO GIANTS AFTER PENTACOST. That was the first day He provided **THE CAN DO** to the early church ... and you and me, ever since.**

These are all hard, but that last one is the killer. You see, none of us CAN DO. But he not only CAN DO, BUT, WILL DO ... IF, WE HAVE THE WANT TO, AND THE WILL TO DO, THEN HE WILL PROVIDE THE “CAN DO, ...THAT'S HIS JOB.” THAT'S HIS PROMISE!

Think about it. Study your Bible from this standpoint. You will see that ALL the apostles had the first two ... didn't they? But they blundered their way through the Gospels trying to be Frank Sinatra and “do it their way.” At Calvary they ALL GAVE IT UP! ... AND RAN! ...DIDN'T THEY?

ALL JESUS ASKED THEM FOR WERE THE FIRST TWO ... HE WOULD PROVIDE THE REST ... IF ... THEY WOULD LET HIM! He just said, “FOLLOW ME” ... IF YOU HAVE THE WANT TO AND THE WILL TO DO ... JUST FOLLOW ME.

What I fail to hear every day (And probably you as well) is what He told Ananias about Saul/Paul the apostle; “I'll show you what great things you must suffer for my name's sake.” (Acts 9:16) Boy, did He then and Boy does He now? ... YES!!! Try it you'll like it. But ... it will hurt ... **BIG TIME!**

So, what does all that have to do with this book and every thing I (or you) do or hope to do? Just EVERYTHING ... THAT'S ALL!

You see ... I'M A SALESMAN, was when He called me, AND A SALES TRAINER, WAS WHEN HE CALLED ME. AND, I'M BOTH TODAY AND FOREVER. So, like the apostles ... ALL I GOTTA DO IS ... "FOLLOW HIM" AND "TRUST HIM" TO PROVIDE THE CAN DO, and then get on with it.

So in this book and those to follow, I'm doing what He equipped me to do, SELL AND TEACH PEOPLE TO SELL ... FOR HIM! I have the want to and the will to do ... if you have them, "He will provide the CAN DO!"

THIS IS THE FIRST IN A SERIES OF BOOKS I HAVE TO WRITE. I have taken Jesus with me in my selling career, in my sales management career and IN MY SALES TRAINING CAREER. So now I must share the latter with you. You see, in my lifetime of studying selling, I have learned that JESUS IS THE PERFECT SALESMAN.

Now, don't get your halo all crumpled up. Hear me out.

In studying all the great salesmen, studying all the best salesmen I have known, hired, TRAINED and managed I never found a perfect one ...UNTIL I STUDIED JESUS, FROM A SELLING STANDPOINT. WHEN I DID, I FOUND HIM TO BE THE ONLY PERFECT SALESMAN!

In this first book, in a series I plan to write as well as my EDEBISSS COMPLETE SALES TRAINING COURSE, I first define what I know selling to be. Then I describe the KNOWLEDGE, ATTITUDES, SKILLS, AND HABITS, the best salesmen possess. THEN, I VALIDATE THEM ALL WITH SCRIPTURES, AS HE GIVES ME THE UNDERSTANDING OF THE SCRIPTURES.

I FIND ... WITHOUT ANY DOUBT ... JESUS IS THE PERFECT SALESMAN!

So, whether you are embarking on or are presently in a SALES CAREER, or whether you are FOLLOWING HIS NEXT TO LAST COMMANDMENT ... TO GO AND MAKE BELIEVERS OF (SELL) ALL

NATIONS, HERE IS MY GIFT TO YOU. It is my effort to paint you a portrait of the salesman you should be ... "JESUS THE PERFECT SALESMAN."

THEN ... AS HE LEADS ... I PLAN TO PROVIDE YOU WITH THE ENTIRE PERFECT SAMELMAN'S, SALES TRAINING MANUAL. IT WILL INCLUDE:

- **THE PERFECT SALESMAN**
- **THE PERFECT SALE**
- **THE PERFECT PRODUCT**
- **THE PERFECT BENEFITS**
- **THE PERFECT CLOSE**
- **THE PERFECT PARTS OF SELLING = E-BOOKLETS**
- **THE PERFECT RESULTS**

So, if you want to follow His NEXT TO LAST COMMANDMENT, AND HIS LAST COMMANDMENT (Think about these for a while ... I'll tell you later) and "Go ye therefore and teach all nations, baptizing them in the name of the FATHER, and of the SON and of the HOLY GHOST" (MATTHEW 27:19). Come just as you are: Doctor, Lawyer, Mom. Dad, Engineer, Bookkeeper, Carpenter, Plumber ... even Salesman.

REMEMBER ... THE CAN DO IS HIS! THE FIRST TWO ... THE WANT TO AND THE WILL TO DO, plus whatever talents and skills He has given you, are your responsibility ... He will provide the rest!!! He will provide it ANY WAY HE CHOOSES ... DIRECTLY OR THROUGH SOMEONE ELSE. That's where I may come in.

IF YOU HAVE TROUBLE "SHARING THE GOSPEL AND/OR JESUS"... THAT'S THE PERFECT SALE," maybe I can help, BY EXPLAINING THAT ... THE PERFECT SALESMAN IS JESUS. You can only learn about Him from scriptures (The Bible) and the HOLY SPIRIT.

BUT, ONCE IN A WHILE SOMEONE COMES ALONG TO TELL PEOPLE ABOUT HIM, OR HELP POINT THEM TO HIM ... OR maybe let them get a glimpse of HIM in them ... in some brief moment when they push this

old world and all the sorry fleshy stuff aside. My prayer is that somehow I may play that role is just one person's life.

The Holy Bible is the PERFECT SALES TRAINING MANUAL for those who want to sell the worlds only Perfect Product and make the only Perfect Sale. Study it until it becomes a part of you.

Maybe I can help with my sales training course ... THE EDEBISSS COMPLETE SALES TRAINING COURSE. I HAVE TRIED AND AM TRYING TO MAKE SURE THAT IT AND WHAT I TEACH, SQUARE WITH THE BIBLE AS TAUGHT ME BY THE HOLY SPIRIT. That is my life.

Hopefully these books will help, or even my sales training course and materials found on my site ... marsalainc.com ... They are written for the salesmen in this world, because we are all in this world EVEN THOUGH WE ARE NOT OF THIS WORLD. Should you elect to order any of the EDEBISSS SALES TRAINING MATERIALS, or attend any of my classes, you should know that money from those sales, will pay for this ... my ministry,

ALL THE PERFECT BOOKS ARE WRITTEN FOR THOSE WHO ARE NOT OF THIS WORLD ... JOHN 17:16

Please read the EDEBISSS E-BOOKLET. You will feel differently about SELLING ... AND HOPEFULLY, ABOUT YOU AND YOUR GREAT COMMISSION.

Now go make "THE PERFECT SALE" BY STUDYING "THE PERFECT SALESMAN," IN "THE WORLDS PERFECT SALES TRAINING MANUAL ... THE BIBLE."

**Mac A. Wilson,
The Trainer**

