

The Christian Sales Person's Manifesto

By Dave Kahle



A publication of

The Christian Sales Association

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Manifesto:

...a public written declaration of principles, policies and objectives.

Encarta Dictionary

The Ten Principles of the Christian Sales Person's Manifesto

1. I am a disciple of Christ
2. My work is ministry
3. I sell well
4. I am a good employee
5. I strive for righteousness
6. I give abundantly
7. I expect God to be involved
8. I stay balanced
9. I seek influence
10. I grow spiritually

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The first principle:

I am a disciple of Christ

I am a Christian sales person. My ultimate allegiance is to Jesus Christ.

The first word in Christian sales person is Christian. That means that I am fully committed to allegiance to Jesus Christ. I recognize Him as the Son of God, understand that His death and resurrection open up a pathway to God for me, have accepted His gift of salvation and grace, and am fully committed to following Him for the balance of my life.

That does not stand in place of my duty to my employer or my customers, but rather provides a perspective from which to view it.

In every decision and every relationship, I will strive to reflect the will of God, as I understand it. My actions will be influenced by the Christian virtues of hard work, honesty and loyalty to my employers.

John 3:16

“For God so loved the world, that He gave His one and only son, that whoever believes in Him will not perish, but have everlasting life.” (NIV)

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The second principle:

My work is ministry

I am a Christian sales person. I shine God's light into the organizations and people to whom I sell, and into the lives of the people with whom I interact. My work is, in large part, my ministry.

Colossians 3:23

"In all the work that you are doing, work the best you can. Work as if you were doing it for the Lord, not for people." (New Century Version)

The world is full of people, both inside the Christian church as well as outside of it, who hold that my work is merely secular and of little interest to God. They believe that my work is only a means of making a living, and has no relationship to God's work on this planet. "Real ministry," to them, only takes place within the confines of the programs of the institutional church.

I wholeheartedly deny that position, and see it as self-serving and erroneous. Instead, I affirm that God has gifted me with a set of aptitudes, skills and life experiences that make me uniquely positioned to shine His light into the corner of the world of commerce that I occupy.

I am one of God's chosen ministers. He has set me apart, and chosen me to shed His light into every relationship and transaction of which I am a part. I bring the values of hard work, honesty, loyalty and concern for the well being of others into every portion of my job.

"Real ministry" is defined by whom you serve, not by the opinions of other men. And I serve Jesus Christ in my work.

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The third principle:

I sell well

I am a Christian sales person. I am very good at my job. I sell well.

I understand that I have a responsibility to do as well as I can at my job.

Colossians 3:23

"In all the work that you are doing, work the best you can. Work as if you were doing it for the Lord, not for people." (New Century Version)

In addition to the directive above, I understand that there are practical reasons for me to sell well. Sales people who excel at their jobs are more highly valued by their employers. They bring more income into the organization than their less accomplished peers. Their opinions are sought out, and often given more weight. They are accorded more influence. Those around them, including customers and colleagues, look up to them.

Since one of my goals is to influence all those around me for Christ, I view my success as a sales person as a powerful means of expanding my influence.

In order to accomplish this, I will study my job. I will dedicate myself to acquiring the skills and practices that mark the behavior of the very best. I will excel at my job, becoming one of the highest producing, most accomplished and most respected sales people in my chosen field.

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The fourth principle:

I am a good employee

I am a Christian sales person. I respect and honor my employer. I am a good employee.

It is a common attitude in the profession of sales to think of one's self as more valuable than you are, to believe that you are more important than others in the company, that you are wiser and more astute than your managers.

I refute these attitudes and beliefs. I am happy to work for my employer. I honor him as one who has been appointed by Christ to a position of authority. I work under his authority, and strive to follow his direction and contribute positively to the performance and culture of my employer.

Ephesians 6:5-8

"Slaves, obey your earthly masters with respect and fear, and with sincerity of heart, just as you would obey Christ. Obey them not only to win their favor when their eye is on you, but like slaves of Christ, doing the will of God from your heart. Serve wholeheartedly, as if you were serving the Lord, not men, because you know that the Lord will reward everyone for whatever good he does, whether he is slave or free."(NIV)

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The fifth principle:

I strive for righteousness

I am a Christian sales person. I strive for righteousness

Psalm 18:20

"The LORD has dealt with me according to my righteousness; according to the cleanness of my hands he has rewarded me." (NIV)

I am keenly aware that I daily interact with countless numbers of people. In some cases, I develop relationships with co-workers and customers that extend beyond the superficial.

I understand my responsibility to positively influence everyone with whom I interact, and strive to develop a character of righteousness. I will not lie, cheat, steal, denigrate or talk badly about anyone.

Instead, my character will be described as honest, just, and moral.

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The sixth principle:

I give abundantly

I am a Christian sales person. I have been richly blessed in talents, money, and opportunity. I give abundantly of both my talents and my money.

2 Corinthians 9:7

"Each of you should give what you have decided in your heart to give, not reluctantly or under compulsion, for God loves a cheerful giver." (NIV)

I understand that there are millions of people in this world who would love to have my job, my income, my skills and my talents. I am one of the world's most blessed people.

I therefore understand my responsibility to help provide for those individuals less blessed than myself, and to support organizations who do the same.

I volunteer and apply my skills and talents in circumstances where they can help others. I regularly and thoughtfully set aside a portion of my income and use it, under the guidance of the Holy Spirit, to support individuals and organizations in need.

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The seventh principle:

I expect God to be involved in my work

I am a Christian sales person. My work is, in large part, my ministry. I strive to please Jesus in it. Therefore, I expect God to be involved in my work.

Isaiah 41:10

“So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand.” (NIV)

My work is ministry. I do it for the glory of Jesus Christ. Since it is God's work, done through my mind and body, I expect that God will be involved in it.

Therefore, I am constantly looking for evidence of His involvement in the relationships and transactions I create, and continually seek His direction and guidance in the decisions I make every day. As I see evidence of His hand, I am obedient in following His will, as I best understand it.

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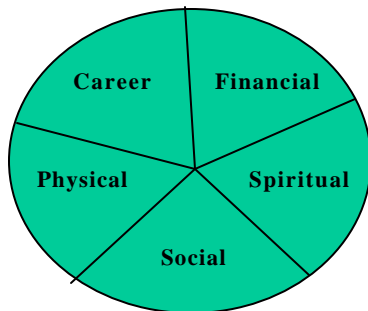
The eighth principle:

I stay balanced

I am a Christian sales person. I stay balanced.

Every day, I feel the tug of competing responsibilities and the allure of countless opportunities and temptations. Because of what I do for a living, I am continually tempted to become so involved with my work that I neglect the other parts of my life.

I understand that God made me to be multi-dimensional, as illustrated by this simple pie chart. There are various aspects of my entity, and I balance them so that I do not submit to the temptation to become so engrossed with my work that the other parts of me suffer.



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The ninth principle:

I seek ever broader influence

I am a Christian sales person. I am charged with the task of shining God's light into the corners of His creation in which I occupy. Therefore, I continually seek opportunities to have broader influence on my colleagues and my customers.

Matthew 5:16

"In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven."(NIV)

I take seriously God's charge to me to be light to the world I inhabit, and salt to those with whom I come into contact. Because I am uniquely configured for this work, and filled with the power of the Holy Spirit, I actively seek opportunities to influence others and let God's light shine through my behavior.

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The tenth principle:

I continually grow spiritually

I am a Christian sales person. I understand it is my life's purpose to grow closer to my creator. Therefore, I continually work at growing spiritually.

2 Peter 2: 1-4

"For this very reason, make every effort to add to your faith goodness; and to goodness, knowledge; and to knowledge, self-control; and to self-control, perseverance; and to perseverance, godliness; and to godliness, mutual affection; and to mutual affection, love. For if you possess these qualities in increasing measure, they will keep you from being ineffective and unproductive in your knowledge of our Lord Jesus Christ." (NIV)

I am a work in process. God is not finished with me. He is working through the circumstances of my life to turn me into something better and more like His Son.

I understand that I am an active partner in this process. I spend regular time in His word, in prayer, in communication with other Christians and strive for an ever greater understanding of Him, and a forever growing relationship with Him.