

Why Every Christian Should Have Some Sales Training

I'm passionate about sales. I've made a lot of money in sales. It's one of the highest-paying occupations out there. There is real opportunity for financial success, and there is a real skill set needed to be successful at it. Some people are born with the natural charisma and spunk that are needed to operate at a high level in sales, and some people are not. I think the people who don't believe they carry that skill set often don't see themselves as salesman potential. But here's the truth: You don't have to be in sales to be a salesman.

You're always selling something. If you're applying for a new job, whatever line of work it may be, you are absolutely selling something: *yourself*. You are having to sell the idea that you are the person for the job. If you are a pastor or a church leader, and you have a new idea that you believe could revolutionize the way your local church reaches the lost, you'll probably have to sell a group of elders or board members on the idea. If you have passion about anything at all, God will at some point require you step into a place of salesmanship in order to get that thing into the right place and people for His glory.

It's not about tricking people or convincing them that you are right. It's about presenting the truth in a way that properly resonates with those people. For that reason, I believe sales training is an important tool for everyone who works, leads or dreams at all. In my latest episode of the *Next Level Podcast With Michael McIntyre*, I talk about a new live event that I'm putting on in May that I believe will equip people for these very things. This type of training is not just for people who work in sales. It's for anyone who feels a call to lead. Anyone who believes they are always having new ideas. It doesn't matter your status or current line of work.

Through my podcast, I've had the privilege of interviewing a lot of people with big ideas and vision. People like radio show host Kellie Rasberry, who had to get people on board with the idea of continuing the *Kidd Kraddick Morning Show* after the untimely death of its star host. Or like pastor Jonathan Pokluda, who while leading The Porch (the largest ministry gathering of young adults in the country) felt a call to move his family to Waco, Texas, and take on the lead pastor position of Harris Creek Church.

Big-time people with big-time ideas. People with vision and a desire to see it through. That's who God uses. Are you ready to show up big and present your very best to every person the Lord puts in front of you? You have a story. An idea. A dream. And He wants to put people in your life to help make it a reality. You are *always* selling something. And like most things in life, when you're presenting to people, *action speaks louder than words*.

Let's do this.

Listen to my podcasts to learn more!