

THE PERFECT SALE

Chapter 1

Want to make the perfect sale? I mean, do YOU, really want to make the perfect sale? And enjoy benefits that are “OUT OF THIS WORLD?”

Every salesman dreams of that “*perfect sale*” ... or do they? ... Do you?

Does anyone in this imperfect world dare dream of “the perfect sale,” “the perfect product,” “the perfect company,” “the perfect prospect,” indeed, the perfect ANYTHING? Well, YES, they do! At least “imperfect I do.”

Let me tell you why I do.

But, first, consider Humphrey H. Higginbothom. Humphrey who has been in his new high tech sales job for almost a year now. Well, O.K., nine months then. The time it took for him to be born.

The problem is, Humphrey still hasn’t been born as a successful salesman. Worse yet, he has a young wife and new baby to support. He simply has to sell! But, it ain’t working!

Take today for example. Like every other day, it seems, so far. It was filled with:

- **Sorry, Mr. Perfect is out**
- **No, he won’t be back till November**
- **His assistant is out also, had a wreck and is in the hospital**
- **Miss Super can’t see you now ... or ever.**
- **Mr. Imperfect just called to cancel that hugh order he placed yesterday for the “whole 9 yards.”**
- **Mrs. Liberated said to tell you “ she never talks to SALESMEN”**
- **Mr. Hardnosed said “that sounds good ... I’m going to buy it ... Check with me ... ANNUALLY!”**
- **Etc., etc, ... just the average day in the life of the salesman ...**

And now, you ask me if I would like to make “THE PERFECT SALE.” Are you kiddin me, I’D DIE FOR A SALE! ... even, an imperfect sale.

Good news Humphrey! There is THE PERFECT SALE! And you can make it today, if you really mean what you say. You know ... “I’D DIE FOR A SALE.”

You see, that's exactly what you have to do to make "*the perfect sale.*" Maybe I need to explain that. Now don't get your halo all crumpled up ... until I fully explain, anyway. So, here goes ...

But First, we must agree on what "selling" is.

Don't laugh. Many people don't know what SELLING is, even if they make a living doing it. Just ask them to define it. Then listen, **VERY CAREFULLY ...**

There is a reason for this and it's simple. Well, easy to say anyhow. Most of us go through life "doin what comes naturally," as the old song goes.

We don't take the time to THINK, deeply enough about it, and be HONEST with ourselves (let alone the rest of the world and GOD).

CLICK TO OUR E-BOOKLET "WHO WANTS TO BE A MILLIONAIRE"
>>> for more on this "life changing" subject.

How about them apples? Now back to "WHAT IS SELLING?" Check out all the dictionaries you like and you won't find the REAL answer.

I know, I know ... who is this dumb sales trainer, trying to tell the LEARNED writers of famous dictionaries how to define things? (Only a guy, who has done it, studied it, TAUGHT IT and LIVED IT FOR OVER 50 YEARS). I have asked the question THOUSANDS OF TIMES and very rarely do I get a very good attempt to define SELLING.

For example, here is one for you ... FROM A VERY FAMOUS DICTIONARY.

DEFINITION OF SELL BY MERRIAM-WEBSTER 10th edition, in 2000

(Taken right out of the book)

I. Sell ... verb

- 1. To deliver or give up IN VIOLATION OF DUTY, TRUST OR LOYALTY: BETRAY!**
- 2. a) To give up (property) to another for something of value (as money) To offer for sale ... b) to give up in return for something ELSE ESP. FOOLISHLY OR DISHONESTLY < SOLD HIS BIRTHRIGHT FOR A BOWL OF POTTAGE> ... c) to extract a price for <SOLD THEIR LIVES DEARLY> ...**
- 3. a) TO DELIVER INTO SLAVERY FOR MONEY. B) TO GIVE IN TO THE POWER OF ANOTHER < SOLD HIS SOUL TO THE DEVIL> c) To deliver personal services of for money.**
- 4. TO DISPOSE OF OR MANAGE FOR PROFIT INSTEAD OF IN ACCORDANCE WITH CONSCIENCE, JUSTICE OR DUTY**
<SOLD THEIR VOTES>
- 5. a) To develop a belief in the truth, value, or desirability of: gain acceptance for < trying to ~ a program in congress> b) to persuade or influence to a course of action or to the acceptance of something< ~ children on reading>**
- 6. TO IMPOSE ON OR CHEAT**
- 7.a) to cause or promote the sale of <using T.V. advertising to ~ cereal > b) to make or attempt to make sales to c) to influence or induce to make a purchase.**
- 8.To achieve a sale < sold a million copies> 1:To dispose of something by sale 2:to achieve a sale also to achieve satisfactory sales<hoped the new line would> 3: to have a special price**

(Apparently the author doesn't realize ... you can't define a word by using the same word ... bad cope out!)

Please consider for a moment these definitions
and HOW THEY degrade THE SELLING PROFESSION!
One or two do O.K. but none are really good!

**NOW CONSIDER
THE OXFORD COMPLETE DICTIONARY
AND WORD FINDER**

(A GOOD BOOK, generally the one I use most)

SELLING ... VERB

- I. Verb ^ ... ALL the points above
... almost word for word.**
- II. SELL ... NOUN ... 1) A DELIBERATE
DECEPTION: OR HOAX 2. The act or instance
of selling. (In spite of the fact that you
can't define a word by using the same
word ... unless you write dictionaries).**
- III. SELL ... NOUN = SADDLE**

Oh, you will find the usual pithy, negative, academic definitions: the transfer of property; make over or exchange for money; dispose of; betray for money or reward; offer, dishonestly for money; advertise the merits of; cause to be sold etc. etc. (in order from the Readers Digest Oxford Complete Dictionary and Word Finder, which I use).

Word for word

**DEFINITION OF SELL
BY
THE OXFORD DICTIONARY
(AND WORD FINDER)**

SELL ... VERB

- 1. Make over or dispose of in exchange for money.**
- 2. Keep a stock of for sale or be a dealer in (do you sell candles).**
- 3. (Of goods) be purchased (will never sell; these are selling well).**
- 4. (followed By at, for) have a special price**
- 5. BETRAY FOR MONEY OR OTHER REWARD (SELL ONES COUNTRY).**
- 6. OFFER DISHONORABLY FOR MONEY OR OTHER CONSIDERATION; MAKE A MATTER OF CORRUPT BARGAINING (SELL JUSTICE, SELL ONESELF, SELL ONE'S HONOR)**
- 7.a) Advertise or give the merits of b) give (a person) the value of something; c) inspire a person with a desire to acquire or agree to something ... (*Not too bad*)**

***for bits and pieces. But far from complete or good ...
MY COMMENT).***

8. Cause to be sold (the authors name alone will sell many copies).

**9. DISSAPPOINT BY NOT KEEPING AN
ENGAGEMENT, BY FAILING IN SOME WAY, OR
BY TRICKERY, 1) a manner of selling 2) A
DECEPTION OR DISSAPPOINTMENT**

**How can people in the profession, of writing
dictionaries, arrive at such definitions? It's
obvious they hate salesmen. (Hummmm ...
Didn't Christ say, "They will hate you without a
cause")? It's also obvious they don't take
seriously, their business of being EXPERT in
defining words for general consumption.**

**IS IT ANY WONDER PEOPLE HAVE SUCH A
POOR IMAGE IN THEIR MIND WHEN THEY
THINK OF SALESMEN?**

Why? I think it's because people really don't want to know. They are afraid of knowing. As Arthur, who manages the 19th hole at our country club says, "If you can't make it fake it."

And yet ... get a load of this. **EVERY BODY IS SELLING, ALL THE TIME.
AND THAT'S THE NAME OF THAT TUNE!**

[CLICK TO EDEBISSS >>>](#) for the words and music of that tune.

In the Mac Wilson short form, selling is ... “The PROCESS OF persuading other people to accept your IDEAS, products or services as the best answer to their NEEDS AND WANTS, and then persuading them to take the necessary action to SATISFY THEM as you suggest.” And that’s what selling really is ... isn’t it?

FOR MORE ON THIS CLICK TO SELLING DEFINED >>>

SELLING isn’t that con artist, trying to sell the swamp in Florida, the used car, “driven only to school and back by the “little old maid school teacher,” or anything and everything, by phone while you are trying to eat dinner.

Those are what selling isn’t. Selling is SERVING people, HELPING people find answers to their needs and wants ... and doing it in a COMFORTABLE, POLITE, PROFESSIONAL WAY. AND THEN MAKING SURE THEY ARE SATISFIED ... PERIOD! ... COMPLETELY! That’s what selling is too.

If you want to learn to do this PROFESSIONALLY (notice, I didn’t say perfectly) YOU’LL NEED THE EDEBISSS COMPLETE SALES TRAINING COURSE WHICH WE’LL TELL YOU ABOUT A LITTLE LATER. (CHECK IT OUT ON OUR SITE ...MARSALAINC.COM).

Now if you really want to learn about the perfect sale, and be ABLE TO MAKE PERFECT SALES, Here it is ... but first, answer this question ...

“If you die today, do you KNOW, (not guess or think), but KNOW where you will be tomorrow?”

Didn’t expect that did you? I hope you did.

Because, that’s the ATTENTION getting step in the PERFECT SELLING PROCESS used in selling the only PERFECT PRODUCT in this imperfect world ... JESUS CHRIST. And ... the benefits are LITERALLY out of this world!!!

Now, about that halo. How are you wearing it, comfortably, or painfully? How dare someone try to SELL me on the idea that EVANGELIZING IS SELLING ... **IT REALLY IS, YOU KNOW?**

The only difference is: EVANGELIZING is selling the only PERFECT PRODUCT, while all other selling is selling the IMPERFECT stuff and things of this world, The process is the same (rather, it should be).

I have to interrupt here to make an obvious point ... for any who might be offended in the slightest. When I keep putting things in “selling” terms ... I’m just following the example Jesus set.

You’ll remember, as He taught, He used examples of His time, place, and vocation. You know ... sheppard’s, sheep, farmers, VINEYARDS ... wine (must be careful here ... some say grape juice), fishermen, fishing and fish, etc. HOW THEY SPENT THEIR LIVES.

I don’t know very much about all those ... (a little though). BUT ... I do know something about SELLING. IT’S WHAT I DO! We are told to take Jesus with us everywhere we go. I try, and boy what a SALESMAN JESUS IS!

Og Mandino, in his book THE GREATEST SALESMAN IN THE WORLD writes of someone else following Jesus. [Great book by the way]. I hope Og will write one on “JESUS, THE GREATEST SALESMAN IN THE WORLD” ... HE REALLY IS YOU KNOW!

Now, back to THE PERFECT SALE.

When the process isn’t the same, it is because the TRUTH is missing. Without the TRUTH, everything else is IMPERFECT. And guess what ... THE TRUTH IS CHRIST. The real truth I mean. He said ... “I Am The Way, The TRUTH And The Life, No Man Commeth To The Father Except By Me.”

Now about that perfect sale ... Jesus COMMANDED (notice, He didn’t try to sell us ... or did He?): “GO YE THEREFORE INTO ALL THE WORLD AND PREACH THE GOSPEL TO EVERY CREATURE. HE THAT BELIEVETH AND IS BAPTISED SHALL BE SAVED ... BUT HE THAT BELIEVETH NOT SHALL BE DAMNED.”

Is that selling??? In fact, the phrase “PREACH THE GOSPEL,” is *the presenting the answer to their needs part of selling.* Sometimes the presentation of the answer is *preaching, teaching, demonstrating ... parables ... or any method of stressing the BENEFITS OF WHAT YOU ARE SELLING.* In this case, the benefits of

*receiving (buying) CHRIST ... The forgiveness of sins, setting the sinner free and eternal life, in heaven with Christ ... **WOW ... THE PERFECT SALE!***

NOTICE: THE PREACHING IS THE JOB OF THE SALESMAN. BUT THAT DOESN'T COMPLETE THE SALE! The sale is completed when the prospect (in this case the sinner, the lost), RECEIVES THE MESSAGE, BELIEVES AND TAKES THE NECESSARY ACTION.

Now, if you don't think that was selling ... consider what else He told them (and us). He said, when you do, "*THE WORLD WILL HATE YOU, JUST AS IT HATED ME.*" Remember, it hated Him enough to crucify Him. Do you really APPRECIATE what that word CRUCIFY MEANS ... (*If you haven't been to the foot of the cross and seen for yourself ... pray for the HOLY SPIRIT TO TAKE YOU THERE ... it will change your life FOREVER!*)

Now He says if we do what He commands, they will hate us the same way **THEY HATED HIM ... THAT'S HEAVY STUFF!** So ... most "turn away, and follow Him no more."

Talk about losing a sale. Now, that is losing a sale. Who would risk losing that sale (their soul, their salvation)? And remember this, He wasn't kidding. All but John, were crucified, beheaded, skinned alive or some other horrific death.

Who would risk it? Only those who bought the only **PERFECT PRODUCT ... JESUS CHRIST**, with all the benefits; forgiveness of all sin, everlasting life, **PRIEST** ship, **Kingship** and all the others.

In other words. Only those whom Jesus had sold ... before the world was. (Predestination and Election ... that real heavy stuff Paul bangs home) In other words "**THE IMPERFECT SALEPEOPLE,**" of this world that He called to be salesmen of the **COSPEL ... you and me.**

Now ... back to Humphrey, who is willing to die for "**ANY SALE,**" even an imperfect sale (sounds like Faust doesn't it?). Oh? Now come on Humphrey, would you indeed die for any such sale? I think not!

But, the 60 zillion dollar question is, “WOULD YOU DIE FOR THE PERFECT SALE?” Many have. Jesus said “*GREATER LOVE HATH NO MAN THAN THIS, THAT A MAN LAY DOWN HIS LIFE FOR A FRIEND!*” So He did just that for YOU ... and me!

And you, my friend ... How about you?

Make no mistake about it. Jesus did just that for you and ME! Read your Bible just once ... while asking sincerely for the HOLY SPIRIT to open your heart and mind ... you'll love IT... then you'll LIVE IT.

THANK YOU LORD!

Remember, The Father said, “without the shedding of blood, there is no forgiveness of sin.” That is the PERFECT SALE. **WHAT WOULD YOU GIVE IN EXCHANGE FOR YOUR SOUL?**

That line of scripture is for us, you and me, my dear friend.

And, the price is so high (the shedding of PERFECT BLOOD, SINLESS BLOOD); you and I could never pay it. So He paid it for us!!!!

HERE IS YOUR PERFECT SALE. “THE PERFECT PRICE ... THE SINLESS BLOOD AND LIFE OF THE ONLY SINLESS PERSON WHO EVER LIVED ... PAID FOR IMPERFECT SINFUL MAN, ME ... YOU ... AND EVERYONE ELSE.

And now, whenever WE sin, Jesus says to His Father, (sells the Father) “Father, I would that they be with me where I am” and He reminds His Abba (Daddy) ... **I HAVE ALREADY PRE-PAID THE PRICE ... ON THAT CROSS ... 2000 YEARS AGO. And, you and I say AMEN! ... AMEN? ... AMEN!**

Now, all He asks (I know, He commands us, yes He does.) is that we be willing to DIE ... MANY TIMES. Paul the apostle said, “I die daily.” Think about that ... even to make the PERFECT SALE!

Of course, Paul is speaking of “DYING TO SELF,” in order to LIVE IN CHRIST. That means that we be willing to give up EVERYTHING IN THIS WORLD FOR THE PERFECT SALE.

Wheee, for a minute there I thought you meant really dying. That, dying to self stuff... that's a piece of cake compared to that other death. (Oh is it now? Without Christ ... THAT'S HELL friend).

If it's such "a piece of cake," why do so many die "the other death" and so few die this one? Why indeed? The fringe benefits are Perfect! Beyond anything we can even imagine!

Maybe it's because of that word "SELLING" again. Remember all those Jesus asked to follow Him? (A simple "asking for the order" close, in selling terms).

Uh ... I gotta go finish my work, I gotta go bury my Father, I gotta do all the wonderful things in which we are all involved, every day of our lives (the usual, garden variety objections, IN SELLING TERMS).

All objections should be answered with even a short list of benefits: forgiveness of all our sins AND eternal life ... don't need to go further do I?" With those in mind, EVERYONE SHOULD BE SOLD, RIGHT? ... Nope ... not without a salesman!

"Faith cometh by hearing and hearing by the word." Yep! But someone has to get THE WORD OUT! Where are the salesmen, to get the WORD out, to the people? Everyone who has bought THE PERFECT PRODUCT ... right ... RIGHT!
YOU ... AND ME!

Or, maybe, the reason for many, is, THEY DON'T KNOW HOW TO SELL. Sounds like an introduction to me. I've known for a long time that I was put here for reasons beyond what I've been doing. That just has to be to help those who want to learn how to sell! ... THE PERFECT PRODUCT ... and any other worthwhile IDEA, PRODUCT OR SERVICE

It has just taken me a few years to "get on with it!" So now, here's the deal! If you have already bought the PERFECT PRODUCT ... JESUS ... Click here to order THE COMPLETE EDEBISS SALES TRAINING COURSE (or any part of it ... opening the sale, facts, features and benefits, answering objections, closing ANY PART OF SELLING ... E-BOOKLETS) It will help you sell THE PERFECT PRODUCT, or even the imperfect ones of this world.

THE FIRST ONLY GIVES YOU: PEACE, LOVE, HEALTH FREEDOM FROM SIN, ACHES, PAINS, HURTS ETC. SIGHING, CRYING, DYING AND ALL THAT. The latter only gives you those worldly things, food, cloths, cars, homes planes, trains and all that glittery stuff (that never satisfies)

If, on the other hand, THE PERFECT SALE hasn't been made with you yet, but you STILL have things to sell and want to learn how to sell them successfully

and professionally, Click here for THE COMPLETE EDEBISSS SALES TRAINING COURSE>>>

Yup, it's the same course cause, **SELLING IS SELLING WHEN IT'S DONE THE RIGHT WAY.**

That's ONE OF OUR products WHO'S price will provide for this ministry. All the Christian material we put on this site is FREE, (unless you feel led to make a contribution to this "Holy Spirit Business" ministry. AND BECOME A PARTNER.)

If you feel led to be a part of this ministry, you can help by buying our selling, sales training, personal growth, management, and management training materials and by sending us your testimonials to get out to the world. The latter may appear in the planned THIS HOLY SPIRIT BUSINESS NEWS LETTER ... with your permission. We'll be explaining all those as we go. MEANWHILE, IF YOU WANT INFO NOW E-MAIL Me ...macwilson@marsalainc.com

Your testimonials are your evidence that you have bought this worlds only PERFECT PRODUCT. The world needs to hear them very badly.

Keep checking this site for things to come:

- This Holy Spirit Business, part 1
- THE PERFECT SALESMAN
- THE PERFECT SALES CALL
- THE PERFECT ATTENTION GETTERS
- THE PERFECT PRODUCT (ANSWER)
- THE PERFECT PRESENTATION
- THE IMPERFECT OBJECTION
- THE PERFECT CLOSE
- THE PERFECT SALE
- THIS HOLY SPIRIT BUSINESS, part 2

When I mention our MARSALAINC products that have a price for them ... (selling in the carnal world, that is), please remember what Jesus told the disciples ... "The Laborer Is Worth Of His Hire and Don't Muzzle The Ox That Treads Out The Corn." We have to pay to get out the message.

Besides, it's the BEST SELLING MATERIAL YOU CAN GET ANYWHERE ... **REALLY BELIEVE THAT. That's why we give everyone a 100% money back guarantee.**

NOW MY NEW FRIEND ... "go ye into all the world and SELL SOMEBODY SOMETHING ... YEP ... THE WORLDS ONLY PERFECT PRODUCT.

SEE YA, IN THE NEXT CHAPTER, E-BOOKLET, BOOK OR WHERE EVER WE ARE SELLING SOMETHING.

Please keep us IN YOUR PRAYERS and informed about your progress. We will publish testimonies in the "This Holy Spirit Business" to follow ... in His time.

Thanks, and GOD BLESS YOU AND YOURS.

Mac