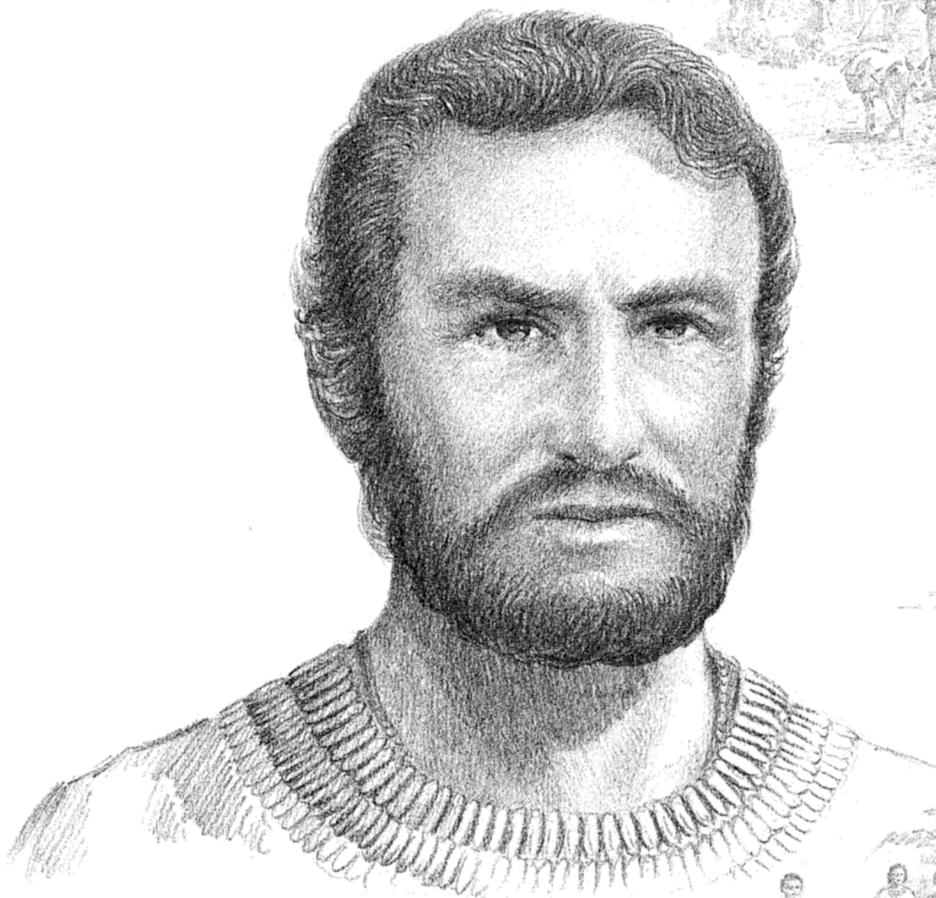


GOD'S BLESSING OF DEVELOPING SALES RESISTANCE

LESSON 9

MOSES

A man who rejected false treasures



DECEPTIVE RICHES

"Choosing rather to suffer affliction... than to enjoy the pleasures of sin for a season" (Hebrews 11:25).

GOD'S BLESSING OF DEVELOPING SALES RESISTANCE

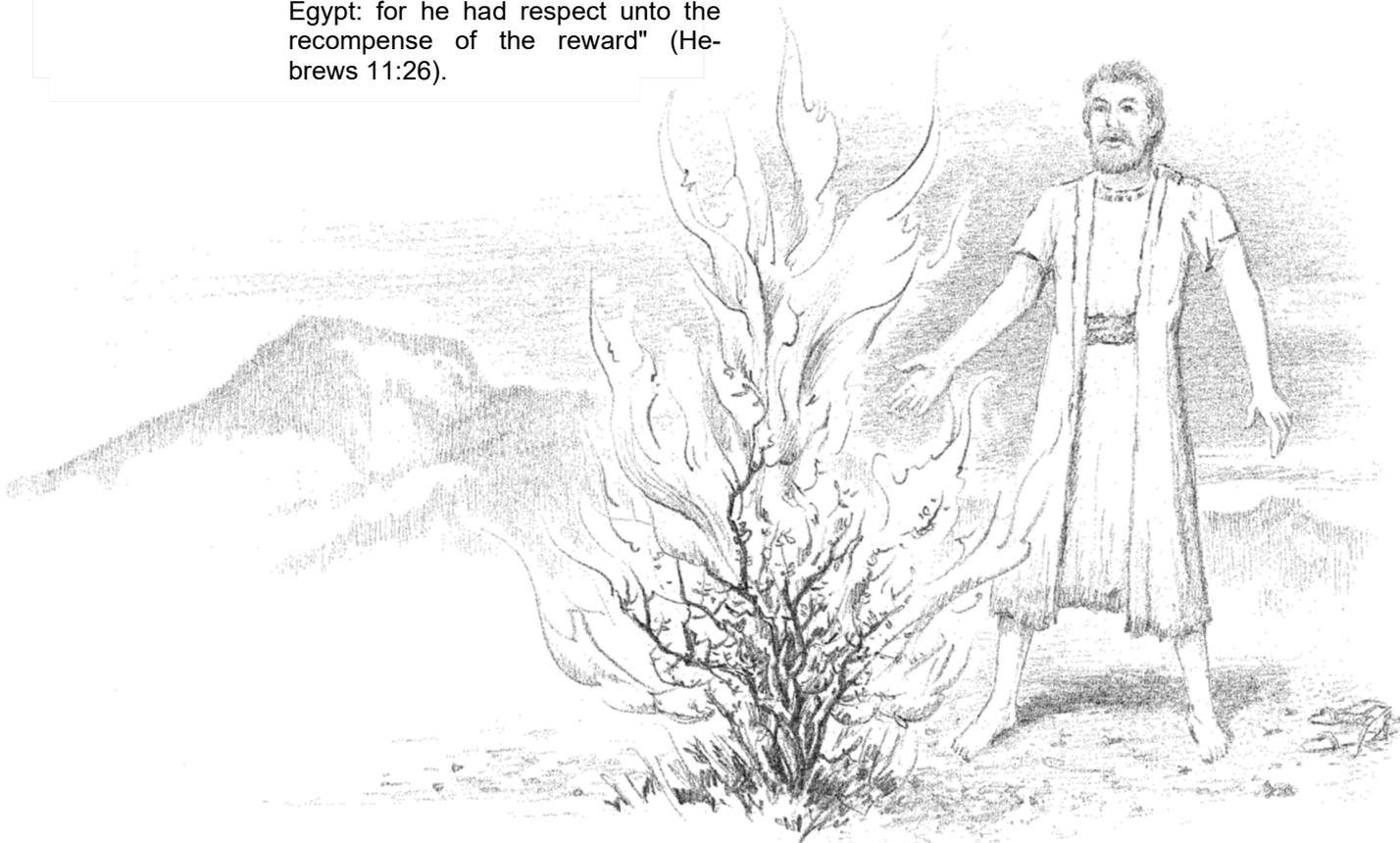
DECEPTIVE TALK

"It is naught, it is naught, says the buyer: but when he has gone his way, then he boasts" (Proverbs 20:14).



UNSEEN RICHES

"Esteeming the reproach of Christ greater riches than the treasures in Egypt: for he had respect unto the recompense of the reward" (Hebrews 11:26).





DO YOU HAVE SALES RESISTANCE?

PERSONAL EVALUATION:

YES / NO

1. Have you ever counted the contents of a package or a container to make sure that it actually had the number of items it claimed to have?
2. When an item which you ordered is delivered, do you immediately examine it to see if it is the right item and without damage?
3. Do you add up the cost of all purchases before you get to the cashier?
4. Do you always double check the bill at the store to make sure that it is accurate?
5. Do you verbally let a cashier know when you are giving a large bill to pay for a small item?
6. If you were offered a free prize to listen to a salesman's spiel, would you turn it down?
7. Do you require a salesman to put into writing the claims that he makes about his product?
8. Do you list the items that you need to buy before going to the store?
9. Do you limit your purchases to just the items that you have on your shopping list?
10. Do you avoid grocery shopping when you are hungry?
11. Do you fast at least one meal a week?
12. Do you discuss every major purchase or business decision with your spouse before making it?
13. Do you quickly discard every unsolicited brochure and advertisement?
14. Do you withhold part of the payment of an item until it is delivered?
15. Do you normally carry a minimal amount of cash in your wallet?
16. Do you know how much cash you are carrying right now?
17. Do you avoid browsing the internet, or window shopping, just to see what new products are out there? (When you do not intend to purchase.)
18. When an item needs repair, do you first see if you can fix it?
19. Do you refuse to buy lottery tickets?
20. Do you avoid watching television commercials or reading advertisements on billboards and in newspapers?

TOTAL CORRECT

EVALUATION SCORE

- 20–18 correct =
17–15 correct =
14–10 correct =
9–0 correct =

SALES RESISTANCE

Being content with food and clothing, using and caring for the possessions that we have, and keeping our focus on the purpose for which God made us.

THE POWERFUL INFLUENCE OF ALLURING ADVERTISING

A study of Satan's conversation with Eve in the Garden of Eden reveals the subtle tactics and enormous influence of alluring advertising.

Consider how difficult it was for Satan to enter the perfect environment of the Garden of Eden and to cause Eve to be discontent.

1. Eve was the crowning achievement of creative power.
2. Eve had no sinful nature.
3. Eve lived in a perfect environment.
4. Eve had an abundance and variety of food.
5. Eve had no fear of poverty, sickness, old age, or death.
6. Eve had the perfect husband.
7. Eve's husband had daily fellowship with the Lord.
8. Eve and her husband walked with God in the cool of each day.
9. Eve had no tensions or pressures with in-laws, neighbors, or relatives.
10. Eve had a fulfilling role as helpmeet to her husband.

If Eve could become discontent with all of this, there is little hope for us unless we identify and reject the subtle tactics of alluring advertising.

ALLURING ADVERTISING

Carefully planned appeals to our human weaknesses designed to make us discontent with what we have so that we can rationalize buying things that we know we do not need and should not have.

THE SUBTLE TACTICS OF ADVERTISING

LOVE NOT THE WORLD

"... If any man love the world, the love of the Father is not in him. For all that is in the world, the lust of the flesh, and the lust of the eyes, and the pride of life, is not of the Father, but is of the world"

(1 John 2:15-16).

1. USING BEAUTIFUL AND SUCCESSFUL-APPEARING MODELS

"Now the serpent was more subtle than any beast of the field..." (Genesis 3:1).

Before the serpent was cursed by God for its part in beguiling Eve, it must have been a very beautiful creature, possessing qualities of subtlety and charm.

When advertisers use attractive and successful-looking people as models, they are communicating the message that if you buy their product you will also become attractive and successful.

HEY KIDS!

GET THIS DREAM HOUSE FOR YOUR DOLL

When advertisers appeal directly to children, by-passing the parents, they promote the very attitudes of discontent and rebellion that parents are responsible to correct.

2. APPEALING DIRECTLY TO THOSE WHO ARE UNDER AUTHORITY

...And he said unto the woman..." (Genesis 3:1).

It is significant to note that Satan did not approach Adam first. He did not even get to Eve through Adam. He went directly to Eve. Once she was mentally and emotionally ready to follow his instructions, he used her to influence her authority.

When an advertiser aims his campaign at those who are under authority, he is by-passing their God-given protection. The result is often improper pressure on the authority, which can cause him to override God-given cautions.

Why not try it? One time won't hurt!

How many times has this been said? How many young people have been tempted to drugs or alcohol with those words?

3. CREATING DOUBTS ABOUT ESTABLISHED RULES

...Hath God said, Ye shall not eat of every tree of the garden?" (Genesis 3:1).

There was only one limitation which God placed on Adam and Eve in the garden. They were not to eat of the fruit of one particular tree. Satan caused Eve to focus on that one restriction and convinced her that she would be happier and more successful if it was removed. In reality, the opposite was true.

Alluring advertising encourages one generation to ignore, question, or ridicule those standards of their parents which are based on God's Word.

Warning: Cigarette Smoking Is Dangerous to Your Health

The health hazards of smoking are the most confirmed, yet the most rejected facts in medical history.

Why not change your life for something better?

Self-rejection is a basic problem with many people. Advertisers know this, and instead of curing the problem, they only treat the symptoms.

Get out of the rat race with your own business

Those who have started their own businesses will usually tell you that the "rat race" really began when they became self-employed.

4. REJECTING WARNINGS

"...Ye shall not surely die" (Genesis 3:4).

Even though God clearly warned Eve that she would experience death by eating the forbidden fruit, she allowed Satan to convince her that the warning did not apply to her.

Most people tend to believe that what happens to others will not happen to them. Those who promote products which are damaging to health or morals count on this tendency. By focusing on the assumed benefits of a product, they effectively deny or disregard the warnings of danger.

5. CREATING DISCONTENTMENT

"For God doth know that in the day ye eat thereof, then your eyes shall be opened..." (Genesis 3:5).

Satan convinced Eve that she was missing a vital ingredient to a happy and successful life. In reality, God had already given her everything that she needed for her happiness, security, and fulfillment.

Alluring advertising promotes attitudes of self-rejection and discontentment. It focuses on what we do not have, and it encourages instant gratification.

Along with the "you owe it to yourself" philosophy, there is the encouragement to gratify your wants now and make payments in the future.

6. PROMOTING AN INDEPENDENT SPIRIT

...Ye shall be as gods..." (Genesis 3:5).

Satan's basic temptation to Eve was to be her own boss, and to have equal rights with her husband and with God. Eve assumed that, if she were to eat the forbidden fruit, she would have all that she needed to become independent.

Alluring advertising promotes the delusive idea of being equal with authority. It fosters divisive independence by encouraging each person to do what is right in his own eyes. It promotes the idea that we can isolate ourselves from any restrictions or hindrances to living out our dreams and fantasies.

"I have my own ideas about smoking"

The logic of this slogan totally discounts the medical facts about smoking.

EVERYONE NEEDS A LITTLE COMFORT

This statement, used in an advertisement for liquor, suggests that the need for comfort will be fulfilled by drinking. In reality, drinking tends to destroy the very relationships that God intended to bring human comfort.

The Perfect Complexion is Born

Not only do advertisers use sensually suggestive models to sell their product (like L'Oreal), but they also encourage women to focus on physical beauty. God warns men, "Lust not after her beauty in thine heart; neither let her take thee with her eyelids" (Proverbs 6:25).

7. DEPENDING ON HUMAN REASONING

...Knowing good and evil" (Genesis 3:5).

Satan wants us to choose between good and evil with our minds. God wants us to discern between good and evil through His Spirit (See I John 4:1.)

The very temptation of Satan illustrated the consequence of relying on human understanding rather than trusting in divine discernment.

Advertisers are very aware that people flatter themselves into thinking that they can make wise choices by the limited information and evidences which are presented to them.

8. OVERRIDING CAUTIONS TO MEET BASIC NEEDS

"And when the woman saw that the tree was good for food..." (Genesis 3:6).

Satan effectively planted doubts in Eve's mind about God's motives and about the benefits of the forbidden fruit. Then Eve used rationalization to remove God's warnings.

Advertisers understand basic human needs and wants such as food, clothing, shelter, recognition, and companionship.

Products that do not fulfill basic needs are often associated with those which do. This allows the buyer to easily justify unwise or harmful purchases.

9. APPEALING TO THE LUST OF THE EYE

...And that it was pleasant to the eyes..." (Genesis 3:6).

Eve had never tasted the forbidden fruit. She had tasted other fruit which was very delicious and enjoyable. When she considered violating God's limitations, she allowed her eye to associate the forbidden fruit with previous pleasurable experiences. The fruit itself was appealing to the eye.

Alluring advertising uses pictures of elegant living, beautiful women, and handsome men to imply that these things come with buying the product.

Pleasure is where you find it

God warns that there will be many who will be "...lovers of pleasures more than lovers of God... from such turn away" (II Timothy 3:4-5).

When you know what counts

The cigarette company which used this statement pictures a runner smoking while sitting down. When a runner knows what counts, he does not smoke.

Where a man belongs

This is a by-line for a cigarette advertisement. It implies that to be a real man you must smoke this brand. A real man can break wrong habits. A wise man does not begin them.

10. OFFERING FULFILLMENT APART FROM GOD

"...A tree to be desired to make one wise..." (Genesis 3:6).

Eve had daily contact with the God of all wisdom! She also had continuous contact with her husband, and he had been personally trained by God. What need would she have for a new and different source of wisdom?

The essence of idolatry is looking to something else for that which only God can provide.

Deceptive advertising leads people to believe that they can find security, love, and happiness, and meet their needs through people or things rather than through God.

11. DESIGNING MISLEADING PHRASES

Only three sentences beguiled Eve.

Satan is a master at conveying false conclusions with partial truth and incomplete ideas. He used one question and two short statements with Eve. The question involved only fourteen words, and the two statements included only thirty-two words.

Alluring advertising uses nebulous words or incomplete phrases to prompt the buyer to fill in the blanks and arrive at false conclusions.

Few people stop to analyze the accuracy of their conclusions when they read short advertising words or phrases such as: "This product offers more" (More of what?); "Tests prove this product is better" (What was tested? Better than what?).

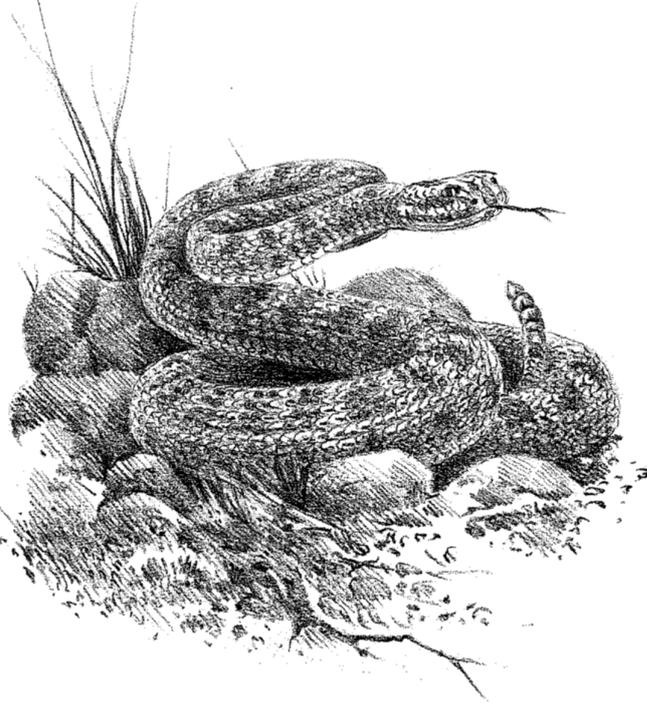
12. DENYING THE PRODUCT'S WEAKEST POINT

"...Ye shall not surely die... ye shall be as gods..." (Genesis 3:4-5).

Satan did not discuss the quality of the forbidden fruit, its taste, or its appearance. He focused on the false idea that Eve would not die by eating it but instead would experience a new dimension of life as a god.

Alluring advertising takes the weakest point of a product and tries to turn it into a positive quality. The liquor industry focuses on life; in reality its product produces death. A cigarette company advertises satisfaction. That is one thing the buyer does not get. If cigarettes satisfied, one pack would do it for life.

THE CONSEQUENCES OF ALLURING ADVERTISING



1. THE LIVES OF OTHERS ARE DAMAGED

"...She took of the fruit... and gave also unto her husband..." (Genesis 3:6).

The decisions that we make not only affect our lives, but the lives of those whom we influence. Adam followed Eve's example and became even more of a transgressor than she.

It was through Adam's transgression that sin entered the world and death passed upon everyone.

It is through the smoking and "social drinking" of parents that many teenagers have justified drugs and alcohol.

What parents allow in moderation, their children will often do in excess.

2. THE LOSS IS USUALLY IRREVOCABLE

"And the eyes of them both were opened, and they knew that they were naked ..." (Genesis 3:7).

Rather than gaining what she expected, Eve lost what she had. She lost her relationship with the Lord, her sinless state, her ideal environment, her perfect husband, her good health, and a host of other benefits that God had provided for her.

When we fall victim to alluring advertising, we soon realize our mistake. By that time, however, it is usually too late.

3. THERE IS BLAME AND JUSTIFICATION

"And the man said, The woman whom thou gave to be with me, she gave me of the tree... And the woman said, The serpent beguiled me..." (Genesis 3:12-13).

When mistakes are made, someone must take the blame. The natural inclination of the one who made the mistake is to justify himself and to blame others. This results in resentment and bitterness.

4. THE DIFFICULTY OF LIFE INCREASES

"...I will greatly multiply thy sorrow... In the sweat of thy face shalt thou eat bread..." (Genesis 3:16, 19).

Wrong decisions bring new limitations. God designs these limitations as reminders and motivations not to make the same mistake again.

Those who fall prey to habit-forming products must establish daily disciplines to overcome new appetites.

Those who get deeply into debt become servant to those who have lent them the money.

Those who become victims of one financial scheme often have their names given to similar promoters who will also prey upon them.

5. THE FRUIT OF DESTRUCTION BEGINS

"Therefore the Lord God sent him forth from the garden of Eden..." (Genesis 3:23).

A Christian who becomes involved in the philosophy of alluring advertising will become carnal in his thinking and actions.

The spiritual consequence of a carnal mind is defined in Romans 8:6-7: *"For to be carnally minded is death; but to be spiritually minded is life and peace. Because the carnal mind is enmity against God..."*

HOW TO BUILD SALES RESISTANCE

EXPECT SALESMEN TO OVER-RATE THEIR PRODUCTS

"The simple believeth every word: but the prudent man looks well to his going" (Proverbs 14:15).

A salesman is trained to make sales. To be successful, he will point out the positive features of a product. You must search out the negative ones. He will make sweeping claims. You must establish their accuracy. He will put pressure on you to buy immediately. You must wait until you have all of the facts.

LEARN TO ENJOY THE POSSESSIONS YOU HAVE

"The slothful man roasts not that which he took in hunting: but the substance of a diligent man is precious" (Proverbs 12:27).

The goal of most advertising is to make us discontent with what we already have. What we have is labeled as outdated and inadequate. What we do not have is promoted as the missing ingredient to our happiness or success.

We can enjoy our possessions by remembering that they are entrusted to us in order to fulfill God-given responsibilities. We should, therefore, give them the care which demonstrates that they really belong to God.

MAKE USE OF THE THINGS IN LIFE THAT ARE FREE

"...A man's life consists not in the abundance of the things which he possesses" (Luke 12:15).

The Apostle Paul realized that material possessions hindered his ability to grasp the riches of Christ. Therefore, he was willing to experience the loss of all things and even count them as worthless in order to gain a greater understanding of Christ.

Through the riches that we have in Christ, we are able to enjoy the splendor of His creation, fellowship with other people, and the depths of His Word.

BUILD PERSONAL DISCIPLINES

"A gracious woman retains honor: and strong men retain riches" (Proverbs 11:16).

God expects us to develop disciplines in food, drink, sleep, friends, thoughts, words, tithing, and other areas of our Christian life. God gives us, as Christians, the desire and power to develop this discipline by engrafting Scripture into our lives and claiming our victory in Christ. By using this power, we will also have the wisdom and strength to exercise proper sales resistance.

LIMITED SUPPLY

SALE

NEW

IMPROVED

SAVE

BUY NOW

FREE

BUILD SALES RESISTANCE

TEN DAY TRIAL

OFFER ENDS TONIGHT

PERSONAL DISCIPLINES

HOW THEY BUILD SALES RESISTANCE

1. Schedule times of fasting
2. Read Proverbs each day.
3. Give God weekly tithes.
4. Find out the full price before evaluating a product.
5. Maintain a pure thought life.
6. Seek out counsel before buying.
7. Pray for and about needed items.
8. Avoid "sales" on items that you were not intending to buy.
9. Check with your spouse before buying.
10. Look for used alternatives

Possessions lose their appeal.

Wrong types of people will be identified and their motives exposed.

Treasures and affections are transferred to heaven.

Emotions are not allowed to overrule sound reason.

Alluring advertising, which uses sensuality, will be avoided.

Impulse buying will be eliminated.

Supernatural provisions and direction will be experienced.

Items that you do not need will not be purchased.

His/Her cautions can help you to avoid unwise financial decisions.

This curtails pride, and enhances simplicity

BUY NOW PAY LATER

BARGAIN

GUARANTEED

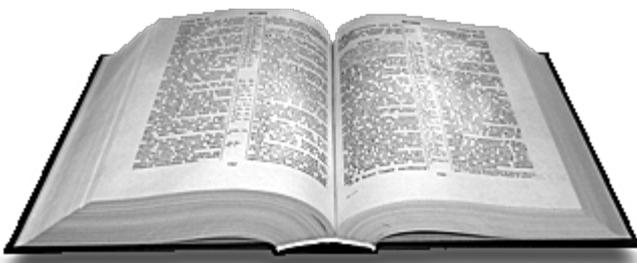
NO OBLIGATION

SALE

TEN DAY TRIAL

REBATE

ONE OF A KIND



Personal Commitment to Building Sales Resistance

From this day forward I will incorporate disciplines in my life that will build sales resistance and help me to guard and guide my expenditures

I will analyze advertising and require documentation for advertising claims.

Date _____

Signature _____

CAN YOU DETECT SUBTLE MESSAGES IN THESE SLOGANS?

Match the subtle advertising techniques with the clearest example.

1. It tries to associate the product with God.

A. "Families deserve the nicer things in life, too"

2. It tries to make you feel guilty.

B. Diamonds are forever.

3. It appeals to your pride.

C. YOU GET THE CREDIT. WE DO THE WORK.

4. It appeals to slothfulness.

D. BE YOUR OWN BOSS IN A MONEY-MAKING BUSINESS OF YOUR OWN!

5. It appeals to your desire to be your own boss.

E. Someone close to you is hoping for one. Don't disappoint them.

6. It tries to make you feel that you are being cheated.

F. Because you are worth it.

CAN YOU RELATE SATAN'S TEMPTATIONS TO ALLURING ADVERTISING?

Match the tactics of alluring advertising with Satan's temptation of Eve. (See Genesis 3:1-6.)

SATAN'S TEMPTATION OF EVE

- 1. *"Now the serpent was more subtil than any beast of the field..."*
- 2. *"...And he said unto the woman..."*
- 3. *"...Hath God said..."*
- 4. *"..Ye shall not surely die."*
- 5. *"...In the day ye eat thereof, then your eyes shall be opened ..."*
- 6. *"...Ye shall be as gods..."*
- 7. *"...The tree was good for food..."*
- 8. *"...It was pleasant to the eyes..."*
- 9. *"...A tree to be desired to make one wise..."*

ALLURING TACTICS

- A. Creating discontentment**
- B. Appealing to the lust of the eye**
- C. Rejecting harmful consequences**
- D. Using successful-appearing models**
- E. Promoting independence from authority**
- F. Justifying unwise purchases in meeting basic needs**
- G. Creating doubts about established limitations**
- H. Appealing to pride**
- I. Appealing directly to those under authority**

WHAT TACTICS DO YOU SEE IN THESE SLOGANS?

Choose the slogan that best illustrates each tactic.

- | | |
|--|---|
| <input type="checkbox"/> 1. Appealing to those who are under authority. | A. Everyone needs a little comfort. |
| <input type="checkbox"/> 2. Creating doubts about established moral standards. | B. "I have my own ideas about smoking." |
| <input type="checkbox"/> 3. Rejecting warnings. | C. Where a man belongs. |
| <input type="checkbox"/> 4. Encouraging an independent spirit. | D. HEY KIDS! GET THIS DREAM HOUSE FOR YOUR DOLL. |
| <input type="checkbox"/> 5. Trusting human reasoning. | E. When you know what counts. |
| <input type="checkbox"/> 6. Using basic human needs as a motivation to buy. | F. Try it once. It won't hurt. |
| <input type="checkbox"/> 7. Offering fulfillment that only God can give. | G. Pleasure is where you find it. |
| <input type="checkbox"/> 8. Using misleading phrases. | H. Get out of the rat race with your own business. |
| <input type="checkbox"/> 9. Making positive statements about the product's most negative aspect. | I. Warning: Cigarette Smoking Is Dangerous to Your Health. |