

# GOD'S BLESSING OF DEVELOPING SALES RESISTANCE

## LEADER'S GUIDE

### For Lesson 9

Providing "GOD'S NEW LIFESTYLE OF FINANCIAL FREEDOM"



Our modern world bombards us with information, with pictures, videos, and the constant attention to making us aware of all our "needs". It is advertising, and although there is good advertising--because it helps to know where we can go to buy what we need and to be aware of new products--there is also the kind of advertising that is trying to overcome your inhibitions, appealing to pride and convincing you to try to fulfill needs outside of God. Our focus in this lesson will be on discerning the underlying belief system in the advertising we encounter. Not to be taken in by false promises and appeals to our flesh.

This day it is your privilege to help your church members escape from deceptive sales talk.

Another step toward God's freedom for your group! May our Lord bless you abundantly.

Thank you for your participation!

### THE LEADER'S HOME PREPARATION

What went right during Lesson 8? What went wrong? Is there anything you can do to make sure the lesson is more interesting or communicated better?

Think of ways you can draw people into discussion on this whole topic of sales resistance, what their experiences have been both positive and negative.

There are 5 steps you should take during your lesson preparation:

1) **Pray**

*For enlightenment on how to present the falsehood of subtle advertising temptations to your people. Our youth are very vulnerable. It is one of the most devastating elements of our modern life. Millions are in bondage! ! !*

2) **Read** this lesson at home several days before the meeting

3) **Write** out the answers to all of the questions.

4) **Over tea discuss** the material with a spouse or friend.

5) **Pray**

*That God would bless each person in your group in their spiritual journey. Pray for specific needs as you know about them. Pray that God would show you how to connect better with each individual.*

## LESSON PRESENTATION

TOTAL anticipated lesson time is 2 hours and 25 minutes

### Begin with testimonies!

Everyone needs to see that God is active in our lives. What an encouragement—even if we've had a bad week.

*PRAYER TIME – Focus prayer in this session on “decision making”. Our choices determine our lives.*

*There are important decisions to be made in order to develop sales resistance. The success of financial freedom rests in making decisions for/toward God and decisions to reject/thwart satan.*

This lesson is covered in 10 parts. If you run out of time you can skip the discussion on the quizzes in parts 8, 9 and 10. Just be sure to check if everyone did them and share the answers. If some people did not fill them out, follow up with them the next week.

At the close pass out Lesson 10.

## **LESSON GUIDE**

Once we have determined to live within our income, dealing with the allurements of the world can be another tremendous challenge! Advertising is on fire in our world today. Its influence seems universal. While advertising can be used in a beneficial way, it often goes far beyond being informative. Advertising has become reminiscent of the very deception Satan used to tempt Eve. Alluring and deceiving Eve even while she was in a perfect environment! This lesson is a call to vigilance for individuals and families alike. It points out specific deceptions and how they affect our decisions. And most importantly, how much advertising is intentionally designed to create discontent. Take note of ways to implement wise precautions in an increasingly un-cautious world.

### **1. DEVELOP SALES RESISTANCE**

pp. 1–2 > 10 min<

#### **MOSES – A man who rejected false treasures**

The comparison in this lesson between Moses and Eve is quite dramatic. Moses stands as the positive model of priorities. Cover each of these 3 opening Bible verses with a question for the group.

##### ***Deceptive Riches*** – (Heb. 11:25)

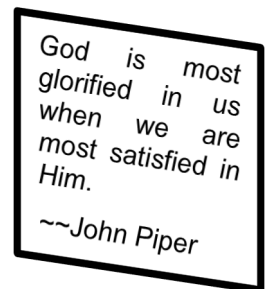
Rejecting deceptive riches will mean temporary sufferings/discomforts. *What temptations do you face almost daily that would destroy your financial peace?*

##### ***Deceptive Talk*** – (Prov. 20:14)

*What deceptive sales talk are you aware of in our town? In the market? In the shops?*

##### ***Unseen Riches*** – (Heb. 11:26)

*What unbought non-physical riches can you bless your family with on a daily basis?*



### **2. DO YOU HAVE SALES RESISTANCE?**

p. 3 > 10 min < Personal Evaluation

If everyone has filled in the evaluation, share the answers.

**Answers:** Each answer should be "YES".

Have each write down their score of correct answers.

#### **EVALUATION SCORE**

Let's see how much sales resistance everyone has!

Who has 20-18 correct answers – raise your hands – you are SECURE.

Who has 17-15 correct answers – raise your hands – you are VULNERABLE.

Who has 14-10 correct answers – raise your hands – this shows INSECURITY.

Who has 9-0 correct answers – the last category – GULLIBLE.

Let us copy the Evaluation Scores in our notes.

20–18 correct = Secure

17–15 correct = Vulnerable

14–10 correct = Insecure

9–0 correct = Gullible

### 3. SALES RESISTANCE – The Powerful Influence of Alluring Advertising

p. 4 > 15 min <

A perfect environment – – – and yet – – – ? Discontent.

Discontentment causes backsliding among believers. We lift up self -- God better meet our expectations or else! We listen to “other” voices. Discontentment is following satan. All the demons became fallen angels because they became discontented with God.

As long as we are discontent we cannot be powerful Christians.

Should we want spiritual victory, we need to stop complaining and look to God with thanksgiving. Let's look at all of the advantages that Eve had in the Garden of Eden and give thanks for what God has done for us, even though—we do not live in the Garden of Eden!

THIS IS THE PRAYER PART OF THIS LESSON.

*Ask everyone in the class to take a few minutes to examine their hearts to see if there is discontentment there. After 2 or 3 minutes of quiet contemplation ask each one to share one item from their “imperfect” environment that they can be thankful for by actually offering a short prayer of thanksgiving right now.*

*Please, you yourself close with a prayer asking God to guard our hearts from discontentment and turn them towards Him.*

### 4. ALLURING ADVERTISING – The Subtle Tactics of Advertising

pp. 5–8 > 45 min <

Here are the details. Much advertising takes advantage of the constant subtle temptations of daily life.

Give the group time to explore. There are 12 items covered--twelve tactics to tempt and seduce us and bring our defeat.

Twelve tactics to lure us and bring misery. – – – **But GOD** – – . *What a wonderful phrase.*

We need to walk through this so that our eyes are opened. We do not have to be overcome.

Rather, becoming conquerors is God's great joyful hope for each of us.

Divide your group into teams of three and let them discuss each of the 12 points. Especially encourage them to share examples they have seen in advertising, or ways they have been tempted. Many older people have dealt with these things and are totally sales resistant, but young people are very vulnerable, so all of us need to be aware.

NOTE: If you have a very large group, move the discussion forward every **4** minutes calling out 'NEXT' or call out the next title. However, if you have 12 or less, just walk around and be attentive to whether they are moving through the material. Encourage them to cover it all.

Four minutes has been allowed for each topic.

### 5. THE CONSEQUENCES OF ALLURING ADVERTISING

p. 9 > 10 min <

Five consequences leading to destruction. Five consequences by which satan hopes your life will deteriorate. Five consequences by which satan hopes your life will end miserably.

Five points to ponder. Five reasons to choose God's Financial Freedom. Five opportunities to make a firm decision to continue a “Whole New lifestyle”. Five points of hope. Five points of victory! Five points for Conquerors.

Have open discussion on what they have observed happening when people fall for satan's deception.

## 6. HOW TO BUILD SALES RESISTANCE

p. 10 > 10 min <

Now we come to the opportunity to stand against satan and his schemes, and to have victory over these temptations.

Ask a different people to read each point and the scripture verse. Give opportunity for the others to explain what each point means without quoting from the text—their own understanding. These are the critical points to victory.

## 7. BUILD SALES RESISTANCE

p. 11 > 15 min <

Making decisions can be one of the hardest things to do.

We all know the saying *“Why do it today, when we can wait until tomorrow?”*

It is natural to say, *“Oh well, I’ll let it go this time. I’ll deal with it tomorrow. I’ll decide tomorrow.”*

Focus on individual participation as you go over these 10 points.

One person reads point #1 under “Personal Disciplines”

Then another person reads “How this Build Sales Resistance”

Now ask one of the two people who read. “How would this work out in your life?”

Cover all 10 points this way.

### ***Signature – Personal Commitment to Building Sales Resistance***

This is step 9 (Lesson 9). As we move on to discover more about the blessings of Financial Freedom we will need to make additional decisions to form partnerships with God in our finances.

Prior to this most of us operated our daily financial lives by ourselves.

Now we are making God our partner and beginning to operate as a two-some.

Encourage everyone to sign the commitment and become conscious of resisting alluring advertising and to seek and use God’s wisdom and disciplines.

## 8. CAN YOU DETECT SUBTLE MESSAGES IN THESE SLOGANS

p. 12 > 10 min < Basic Quiz Number 9

This is a short quiz just to reinforce how many times advertising appeals to our flesh.

Share the answers as follows:

**Answers:** 1.B 2.E 3.F 4.C 5.D 6.A

Congratulations! You have come to the point again to evaluate how well your group members are following your leadership. How much have they learned in this session about “Sales Resistance”?

Is it going to work in their life?

REMEMBER: The blessing of Financial Freedom is based on understanding God’s reasoning, His principles, His design.

If we understand that with our hearts, conscience, and mind, we can then follow it with our actions.

## 9. CAN YOU RELATE SATAN'S TEMPTATIONS TO ALLURING ADVERTISING?

p. 13 > 10 min < Advanced Quiz Number 9

Praise God we have authority over satan. Resist the devil – – – and – – – he will flee from you.

Draw near to God – – and – – He will draw near to you. (Jas. 4:7,8)

This is a good group discussion activity to reemphasize again how satan's tactics have not changed for thousands of years! Share the correct answers.

**Answers:** 1.D 2.I 3.G 4.C 5.A 6.E 7.F 8.B 9.H

Open if for discussion of what they are learning. Make sure quiet ones participate. They have an important contribution to make. Often quieter people have deeper thoughts, or thought provoking questions that can help the whole group.

## 10. WHAT TACTICS DO YOU SEE IN THESE SLOGANS?

p. 14 > 10 min < Comprehensive Quiz Number 9

This is a review of some of the tactics already covered in the lesson. Share the answers.

**Answers:** 1.D 2.F 3.I 4.H 5.B 6.A 7.G 8.E 9.C

You may have time to ask for further sharing on the different points. For each point solicit one answer from the group to the following question:

When was the last time you faced this advertising tactic?

Or, in other words: When did you recognize such an advertisement as 'a subtle tactic to allure you'.

**Distribute lesson # 10. Ask that everyone do the Personal Evaluation before they read the lesson. They should fill out the other Quizzes also, but the Comprehensive Quiz is very challenging. So warn them about that.**

### ***Close in prayer***

*Lord, You created us in Your own image. This means we have endless possibilities; to enlarge, to expand, to add, to renew, to beautify. Thank You for making us that way. We know that Your purpose for us is to create 'a little heaven on earth' for those around us. Jesus, help us to accomplish that. We are constantly bombarded with the lust of our flesh, the lust of our eyes, and pride in our life. It is so easy to be forgetful, or to be sidetracked. Holy Spirit, You our Divine Guide. protect us. Deliver us from evil. To you be the Glory. Amen.*

### **Contact Information for God's Blessing of Financial Freedom**

General info, Training, follow-up, help - Vera Lavrinenko – 096 254 33 24

Orders for paper materials – lessons, guides, posters, magnets, banners – Ivanka Dubenchuk – 096 103 98 77

For electronic materials on FF Website <http://svoboda.sytes.net> – Ivan Onishuk