

Biblical Principles for Sales

COMPETENCY

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Selling can easily be hijacked by the broken sinful nature of both the buyer and the seller. Greed, dishonesty, pride, fear, idolatry, etc. can cloud what's truly best for both. A greedy seller might be dishonest in their claims and also appeal to the pride or vanity of a buyer. A buyer might purchase to reinforce status or identity. We can't control the motives of the buyer, but as the seller we can submit our motives and methods to Christ, which will affect how we appeal to the buyer.

Sales, often viewed as a transactional process, can be reframed as an opportunity to serve, build relationships, and create value for others.

By drawing from biblical principles, sales professionals can elevate their approach to align with ethical and spiritual values. The Bible offers timeless wisdom on integrity, diligence, communication, and stewardship—all of which can guide a Christ-centered approach to sales. Here, we explore key sales principles rooted in Scripture.

1. Integrity: The Foundation of Trust

Proverbs 11:1 states, "The Lord detests dishonest scales, but accurate weights find favor with him." In sales, integrity is paramount. Trust is the cornerstone of any successful relationship, whether personal or professional. Dishonest

practices, such as exaggerating product capabilities or omitting critical information, may lead to short-term gains but can cause long-term harm to reputation and relationships.

A biblical approach to sales calls for honesty and transparency. When presenting a product or service, ensure that your claims align with reality. If a product has limitations, communicate them openly. This honesty not only honors God but also builds trust with customers, fostering loyalty and long-term partnerships.

2. Serving Others: The Heart of Sales

Mark 10:45 reminds us, “For even the Son of Man did not come to be served, but to serve, and to give his life as a ransom for many.” Sales should be viewed as an act of service. Instead of focusing solely on closing deals, prioritize understanding and meeting the needs of your clients.

This service-oriented mindset involves active listening and genuine empathy. Ask thoughtful questions to understand your client’s pain points and goals. By prioritizing their well-being over your commission, you demonstrate Christ-like humility and care. Clients are more likely to respond positively to someone who seeks to serve rather than exploit.

3. Stewardship: Managing Resources Wisely

The parable of the talents in Matthew 25:14-30 highlights the importance of stewardship. In this parable, servants are entrusted with their master’s resources and are expected to multiply them. Likewise, sales professionals are stewards of their time, skills, and opportunities.

To embody biblical stewardship in sales:

- **Prepare diligently:** Research your products, industry, and clients to offer informed recommendations.
- **Maximize opportunities:** Be proactive in pursuing leads and nurturing relationships.
- **Use time wisely:** Avoid procrastination or activities that detract from productivity.

By managing resources effectively, you honor God and maximize your potential to serve others.

4. Diligence: The Path to Excellence

Proverbs 13:4 says, “The soul of the sluggard craves and gets nothing, while the soul of the diligent is richly supplied.” Sales is not an easy profession; it requires persistence, hard work, and resilience in the face of rejection.

Diligence involves setting clear goals, developing disciplined routines, and maintaining a positive attitude. When faced with challenges, rely on Philippians 4:13: “I can do all things through Christ who strengthens me.” This verse reminds us that with God’s help, we can overcome obstacles and achieve excellence in our work.

5. Communication: Speaking the Truth in Love

Effective communication is a cornerstone of successful sales. Ephesians 4:15 encourages us to “speak the truth in love.” This principle is especially relevant in sales, where words can either build trust or sow doubt.

To practice biblical communication:

- **Listen actively:** James 1:19 advises, “Be quick to listen, slow to speak, and slow to become angry.” Listening shows respect and helps you understand your client’s needs.
- **Speak clearly and truthfully:** Avoid jargon or misleading language. Ensure your words reflect honesty and clarity.

- **Build up others:** Use your words to encourage and affirm your clients, reinforcing the value they bring to the partnership.

6. Contentment: Guarding Against Greed

Hebrews 13:5 warns, “Keep your lives free from the love of money and be content with what you have, because God has said, ‘Never will I leave you; never will I forsake you.’” In sales, it’s easy to become consumed by quotas, commissions, and financial rewards. However, a fixation on material gain can lead to unethical behavior and dissatisfaction.

Biblical contentment involves trusting God to provide for your needs. While striving for success is important, it should never come at the expense of your integrity or relationships. Celebrate each win with gratitude, and view setbacks as opportunities for growth.

7. Building Relationships: The Power of Community

Ecclesiastes 4:9-10 teaches, “Two are better than one, because they have a good return for their labor: If either of them falls down, one can help the other up.” Sales is inherently relational. Strong connections with clients, colleagues, and mentors can enhance your effectiveness and resilience.

Invest time in building genuine relationships. Show interest in your clients’ lives beyond the transaction. Celebrate their successes and support them in challenges. By prioritizing relationships over revenue, you reflect the relational nature of God, who desires connection with His people.

8. Accountability: Staying Grounded

Proverbs 27:17 states, “As iron sharpens iron, so one person sharpens another.” Accountability is vital in sales to ensure that your actions align with biblical principles. Seek out mentors, colleagues, or small groups who can provide guidance, encouragement, and constructive feedback.

Regularly evaluate your practices and motives. Are you prioritizing service over self-interest? Are you representing your product truthfully? By staying accountable to others and to God, you can navigate the pressures of sales with integrity.

9. Faith: Trusting God with the Outcome

Proverbs 3:5-6 encourages us to “Trust in the Lord with all your heart and lean not on your own understanding; in all your ways submit to him, and he will make your paths straight.” Sales often involves uncertainty, from fluctuating markets to unpredictable client decisions. In such moments, faith is essential.

Trust God to guide your efforts and provide for your needs. Pray for wisdom in your interactions and for favor with clients. While it’s important to work hard and pursue excellence, remember that ultimate success comes from God’s blessing.

Conclusion: Selling with a Higher Purpose

Sales, when approached through a biblical lens, becomes more than a profession—it becomes a ministry. By integrating principles of *integrity, service, stewardship, diligence, communication, contentment, relationship-building, accountability, and faith*, sales professionals can honor God while creating value for others.

Colossians 3:23-24 encapsulates this mindset: “Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the

Lord Christ you are serving.” Let this verse inspire you to approach sales as a calling, striving not only for success but also for significance in the eyes of God and the people you serve.

Ask Your Mentor

1. (Assuming your mentor has been in sales.) How did you get into sales? Do you like it? Why?
2. Which of the above principles took you a while to learn? How did you learn them?
3. What do you wish you would have known early in your career about sales?
4. Can you think of any sales principles that aren’t mentioned above?
5. Have you ever received sales training that seemed to violate biblical principles? Please share.
6. Can you share any stories of someone (no names please) who failed to follow any of the principles above and how that impacted work relationships?
7. Can you think of other scriptural principles to share for application to sales?
8. Which of the above do you think I should begin practicing first?

Go Do

1. Ask your boss to use the self-rating tool to assess your adherence to the above principles. Ask them which one you should prioritize improving and their recommendations on how to. Then practice their recommendations over the next 30 days and share with your mentor.
2. Ask God, “Which of the above principles should I prioritize? What would it look like to trust you to help me with that?”
3. Self-rate. Rate yourself on following the principles, with 1 as Rarely and 4 as Mostly.

Sales Principle	Self-rate	Action Step to cultivate the principle.
Integrity		
Service		
Stewardship		
Diligence		
Communication		
Contentment		
Relationship-building		
Accountability		
Faith		



Skills Building

We’ve just looked at some of the key *principles* for sales. What about skills or *practices*? Want to build sales skills? Explore the article [Sales Tips: 15 Best Sales Strategies \[Beginner and Advanced\]](#) by Mitch Paglia. Work with your mentor to identify one skill per month to practice for as many months as you want to go. You could talk about the skill and role play that skill with your mentor. Practice the skill between mentoring meetings, then debrief with your mentor how it went. As you go through the sales strategies, use the biblical sales principles to discern if any strategies should not be followed. Remember, sales trainers are also broken people living in a broken world. Not all advice or training that you will receive in your career aligns with God’s best.

Go Deeper: Further Conversation & Study

What are some biblical examples of some of the above sales principles? Let’s google it.

Sources & Resources

Photo credit: gstockstudio

YouTube Channel: Dave Kahle, <https://www.youtube.com/@davekahle12>

YouTube Channel: Brent Long, <https://www.youtube.com/@Belongonlife> (Brent lives in Central Ohio)

Book: [The Heart of a Christian Sales Person](#), by Dave Kahle

Book: [11 Secrets of Time Management for Salespeople: Gain the Competitive Edge and Make Every Second Count](#)