

TE5.03 Purchase Proposition (Elective)

(1 hour)

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| Apprentice: | Trainer: | Completed: / / |
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Exercise

To learn to seek a response in gospel preaching

Rationale

As evangelists we often stop short of asking people to make a choice about Christ. But this is part of our role in proclaiming Christ to invite a response and seek to persuade (For example: 2 Corinthians 5:20, Acts 26:28). At a pragmatic level in the marketing world the sales person learns to make the purchase proposition.

Aims

1. To learn various ways of drawing the line in the sand for those who have heard the gospel.
2. To overcome our fears at this point.
3. To become persuaders

Method (Trainers)

1. Trainers to think through this issue and skill with Apprentices using notes below.
2. Trainer and apprentice to keep track of purchase propositions made and 'results'

Method (Apprentices)

1. Distil what has been learnt about seeking a response to Christ.
2. Does the Apprentice know how to set the decision before the hearer?
3. Is the Apprentice seeing people converted through their ministry?

Discussion Notes

1. We need to take some risks in challenging people to become Christians.
2. In business, you won't make a sale until you have made a purchase proposition.
3. Cultural differences are significant
4. We must not be manipulative. We tend to ask closed questions in order to 'seal the deal', giving people two equivalent choices "Will I pick you up or will you get there by yourself?" This can be manipulative. For unimportant things the way we propose doesn't matter. However, when we are offering people salvation we must give them the option to say "no", while letting them know we want them to say "yes" and that this is the right choice.
5. Assume that the gospel is a 'product' that people want because you are seeking to evangelise those that God has chosen. If you believe in election know that the right people will respond. This way you do not have to be manipulative.
6. Don't judge the success of your ministry on the results
7. In selling there are different closing methods
 - Puppy-dog close - take it home and try it - let's read the Bible together for a while. These are approaches that have great confidence in the product.

- Alternative options - the choice of two products
 - Assumed close - assumption that the answer is yes - I'll pick you up at this time. This may not be manipulative if you are given indications that you think they are interested.
8. If you think your product is the best for the person then you will want to sell it to them. If you are not willing to proposition people about the gospel, you either don't believe in the gospel or do not care if people do not respond.
 9. Propositions are difficult because they lead to conflict
 10. What do you do with a negative response? No" may have a reason I can remove - but you must be careful not to make them feel like their answer was not taken seriously.
 11. Timing may be an issue - "Are you ready to make a decision now or do you need time to think about it?" If the person needs time to think, then think about what issues need to be resolved. Write them down and meet with them to sort them out.
 12. Once you make the proposition, don't say anything further. Wait for them to speak. Whoever speaks first loses.