



GREETINGS AND FRIENDLY CONTACT

GENERAL CONFERENCE | PUBLISHING DEPARTMENT



WITHIN THE
**CHRISTIAN ART
OF SALES**

WE APPLY THE
FOLLOWING STEPS:





GREETING





2

FRIENDLY CONTACT



3

OPENING

4

DEMONSTRATION



5

CLOSING



6

CONTRACT AND DOWN PAYMENT

7

CONTRACT AND DOWN PAYMENT



8

LEAVE-TAKING



9

DELIVERY



GREETING





“Much depends upon the manner in which you meet those whom you visit. You can take hold of a person's hand in greeting in such a way as to gain his confidence at once, or in so cold a manner that he will think you have no interest in him.”

Gospel Workers, pg. 189.



THE PURPOSE OF THE GREETING IS TO CONVINCЕ THE PROSPECTIVE BUYER TO RECEIVE THE LITERATURE EVANGELIST FOR A CONVERSATION. IT DEFINES THE SUCCESS OR THE FAILURE OF THE FOLLOWING STEPS.

THE GREETING HAS AS ITS OBJECTIVE TO SELL THE CONVERSATION, NOT THE BOOK.



UPON HAVING THE FIRST VISUAL CONTACT, GREET THE INDIVIDUAL IN A POSITIVE MANNER AND WITH A SMILE ON YOUR FACE.





AT THIS TIME THE ONE WHO SHOULD SPEAK FIRST IS THE LITERATURE EVANGELIST. NEVER WAIT FOR THE PROSPECTIVE BUYER TO TAKE THE INITIATIVE.

IF THIS HAPPENS, HE OR SHE WILL ASK: WHO ARE YOU? WHERE ARE YOU FROM? WHAT DO YOU WANT?

BEFORE THE PROSPECTIVE BUYER ASKS, ANSWER THESE QUESTIONS. **THE FIRST WORDS OF THE LITERATURE EVANGELIST** SHOULD INCLUDE THE ANSWERS IN THE FORM OF A GREETING:



“GOOD MORNING, ARE YOU MR. SMITH? MY NAME IS CHARLLES, **I AM FROM THE HOME AND HEALTH EDUCATIONAL SERVICE.** I HAVE COME FOR A SHORT HOME VISIT, MAY I COME IN?”

A close-up photograph of two hands shaking, rendered in a monochromatic blue color scheme. The hands are positioned centrally, with the fingers interlaced in a firm grip. The background is a solid, vibrant blue.

ELEMENTS OF THE GREETING





A. THE NAME OF THE PROSPECTIVE BUYER.

B. THE GREETING.

C. THE CONFIDENCE AND THE COURTESY OF THE LITERATURE EVANGELIST.





TIPS ON HOW TO INSPIRE CONFIDENCE



- 1. TAKE CARE THAT YOUR APPEARANCE IS ATTRACTIVE.**
- 2. SPEAK CLEARLY.**
- 3. LOOK INTO THE EYES OF THE CLIENT.**
- 4. SMILE NATURALLY.**
- 5. CALL THE PERSON BY THEIR NAME.**
- 6. EXTEND YOUR HAND CORDIALLY TO SHAKE HANDS.**
- 7. BE COURTEOUS AND DEMONSTRATE CONSIDERATION.**
- 8. BE SINCERE IN WORDS AND ACTIONS.**
- 9. DEMONSTRATE CONFIDENCE.**
- 10. ALLOW YOURSELF TO BE LED BY THE HOLY SPIRIT.**



FRIENDLY CONTACT





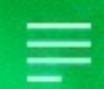
WHAT IS THE PURPOSE OF FRIENDLY CONTACT? BECOME A FRIEND OF THE PROSPECTIVE BUYER AND WIN HIS OR HER SUPPORT AND TRUST.

HOW DO YOU OBTAIN THIS OBJECTIVE? THROUGH COMPLIMENTS!



THE KEY TO OPENING HIS OR HER HEART IS TO RECOGNIZE
WHAT HE OR SHE CONSIDERS VALUABLE.

THIS IS NOT A STRATEGY OF FLATTERY OR AUTOMATIC PRAISE OR
COMPLIMENTS THAT ARE NOT SINCERE.



10 TIPS FOR GOOD FRIENDLY CONTACT



TIPS FOR REACHING COSTUMER'S HEART

1. PROVE TO BE FRIENDLY AND ATTENTIVE.

2. BE COURTEOUS.

3. CALL THE PROSPECTIVE BUYER BY HIS OR HER NAME.

4. RECOGNIZE THE POSITION OF THE PROSPECTIVE BUYER.

5. VALUE THE OCCUPATION OF THE PROSPECTIVE BUYER.

1. REQUEST SMALL FAVORS OR ADVICE.

2. LISTEN ATTENTIVELY.

3. DEMONSTRATE GENUINE INTEREST.

4. KEEP SMILING.

5. COMPLIMENT WITH SINCERITY.