



LITERATURE EVANGELISM STEP BY STEP

GENERAL CONFERENCE | PUBLISHING DEPARTMENT





“THE COLPORTEUR SELLS BIBLES, THE NEW TESTAMENT AND CONTROVERSIAL LITTLE ANTI-CATHOLIC BOOKS FROM HOUSE TO HOUSE, FROM VILLAGE TO VILLAGE. IN SPITE OF THE AUTHORITIES WHO PURSUE THEM, THEY CIRCUMVENT THEM AND UNTIRINGLY, SILENTLY AND TENACIOUSLY CONTINUE ON WITH THEIR WORK OF WITNESSING AND REVEALING THE WORD OF GOD.” *WALDENSIAN MUSEUM, TORRE PELICE, ITALY.*

**SELLING IS THE ABILITY TO CONVINCЕ OR
PERSUADE PEOPLE TO PURCHASE OR
EXCHANGE GOODS, PROPERTY, IDEAS OR
SERVICES ACCORDING TO WHAT BEST SERVES
THEIR NECESSITIES.**

THE ART OF SELLING





IN ORDER TO SELL IT IS NECESSARY TO PLACE ONESELF IN CONTACT WITH THE THINKING AND EMOTIONS OF ANOTHER INDIVIDUAL WITH THE PURPOSE OF GETTING THIS PERSON TO ACCEPT US, OUR IDEAS AND OUR PRODUCT. IN THIS PROCESS, **SUCCESS IS DETERMINED BY THE SALESPERSON'S ABILITY TO PERSUADE.**



THE ART OF *Persuasion*



WHAT IS PERSUASION?

PERSUASION IS AN ART THAT IS
LEARNED THROUGH THE STUDY OF THE
HUMAN MIND, EXPERIENCE IN THE
FIELD OF ACTION AND BOTH MERGED
TOGETHER IN CONSTANT COMMUNION
WITH GOD.



OTHER DEFINITIONS

- LEAD TO BELIEVE OR ACCEPT.
 - DETERMINE THE WILL OF...
- MAKE TO ACQUIRE CERTAINTY.
- SHOW THE CONVENIENCE OF...
- CONVINCED SOMEONE TO DO OR PRACTICE SOMETHING,
 - TO INFLUENCE, INDUCE.
 - COUNSEL.



PERSUASION IN THE BIBLE





"THROUGH PATIENCE A RULER CAN BE PERSUADED, AND A
GENTLE TONGUE CAN BREAK A BONE"
PROV. 25:15



"SINCE, THEN, WE KNOW WHAT IT IS TO FEAR THE LORD, WE
TRY TO PERSUADE OTHERS..."

2 COR. 5:11



THE ABILITY TO PERSUADE

AND ITS RELATIONSHIP WITH SPIRITUALITY



- 1. PERSUASION HAS TO DO WITH THE INFLUENCE THAT THE CHRISTIAN EXERTS OVER OTHER PEOPLE.**
- 2. THIS IS RELATED NOT ONLY TO NATURAL ABILITIES OR ACQUIRED ABILITIES, BUT ABOVE ALL WITH COMMUNION AND DEPENDENCE ON GOD.**



“A CONSCIENCE VOID OF OFFENSE TOWARD GOD AND MAN, A HEART THAT FEELS THE TENDEREST SYMPATHY FOR HUMAN BEINGS, ESPECIALLY THAT THEY MAY BE WON FOR CHRIST, WILL HAVE THE ATTRIBUTES THAT CHRIST HAD. ALL SUCH WILL BE IMBUED WITH HIS SPIRIT. THEY WILL HAVE A RESERVOIR OF PERSUASION AND A STOREHOUSE OF SIMPLE ELOQUENCE.”

TESTIMONIES TO MINISTERS AND GOSPEL WORKERS, PG. 120.

A group of six diverse people (three men and three women) of various ages and ethnicities are smiling and holding a large white sign. The background is a soft blue gradient.

PERSONAL PRESENTATION AND PERSUASION



THE PERSONALITY AND THE CHARACTER OF A PERSON ARE ALSO REVEALED BY THE CLOTHING WORN AND PERSONAL PRESENTATION. BY THE COLOR OF YOUR SHIRT, WHETHER YOUR SHOES ARE CLEAN AND SHINY OR BY THE LENGTH OF YOUR SKIRT, SOMEONE CAN BE JUDGING YOU.



“YOU CANNOT EXPECT THE LORD TO GIVE YOU THE FULLEST SUCCESS IN WINNING SOULS FOR HIM UNLESS YOUR WHOLE MANNER AND APPEARANCE IS OF A NATURE THAT WILL WIN RESPECT. THE TRUTH IS MAGNIFIED EVEN BY THE IMPRESSION OF NEATNESS IN DRESS.”

E. WHITE – COLPORTEUR MINISTRY PG. 65.



A background image of a man with dark, curly hair, wearing a light blue dress shirt and a dark blue tie. He is resting his chin on his hand and looking directly at the camera with a slight smile. The entire image is overlaid with a semi-transparent red filter.

Non-spoken *Persuasion*



AFTER THE CLIENT
EVALUATES THE LITERATURE
EVANGELIST'S PERSONAL
PRESENTATION AND BODY
LANGUAGE, AN EVALUATION
WILL BE MADE OF HIS OR HER
VERBAL COMMUNICATION.





TIPS TO MAKE YOUR VERBAL COMMUNICATION PLEASANT AND PERSUASIVE



1

1

**THOROUGHLY STUDY THE CONTENT OF THE BOOK
THAT YOU WILL WORK WITH.**



**BE PREPARED TO SHOW A CHAPTER OR SPECIFIC TOPIC.
KNOW BEFOREHAND WHERE EACH TOPIC IN THE BOOK IS LOCATED.**

3

PRACTICE THE SALES PRESENTATION OUT LOUD AND REPEAT IT UNTIL YOU ARE CONFIDENT. DO NOT BE SATISFIED WITH THE PRESENTATION UNTIL YOU ARE ABLE TO PRESENT IT WITH "LIVING COLOR IN YOUR VOICE".

4

4

**OVERCOME CONSTANT HESITATION,
REPEATING THE PRESENTATION SEVERAL TIMES
UNTIL INSECURITY IS ELIMINATED.**

5

MEMORIZE THE MOST IMPORTANT POINTS SUCH AS DRAMATIC PHRASES AND DATA, BENEFITS, AND SALES POINTS.



6

**PRACTICE THE USE OF THE PROSPECTUS,
SYNCHRONIZING WHAT YOU SAY WITH WHAT YOU ARE
SHOWING TO THE PROSPECTIVE BUYER.**



**BE CONVINCED OF THE VALUE OF THE BOOKS
SO YOU MAY BE ABLE TO BE ENTHUSIASTIC
AS YOU PRESENT THEM.**



8

**THE MORE OBJECTIVE AND BRIEF THE SALES PRESENTATION,
THE MORE PERSUASIVE IT WILL BE. THIS IS A TREMENDOUS CHALLENGE.
A LONG AND SLOW SALES OFFER IS THE TENDENCY
OF THE MAJORITY OF LITERATURE EVANGELISTS.**

9

THE INDIVIDUAL WHO PREPARES LITTLE GENERALLY HAS THE TENDENCY TO TALK TOO MUCH AND NOT BE OBJECTIVE. MANY WORDS ARE NOT NECESSARY TO PRESENT WHAT YOU THINK.

Summary

Clear diction, a variation in voice tone, volume, speed, ability to express emotions, sincerity, humor, etc. add living color to verbal communication.



“If it takes a lot of words to say
what you have in mind, give it more thought.”
Dennis Roch



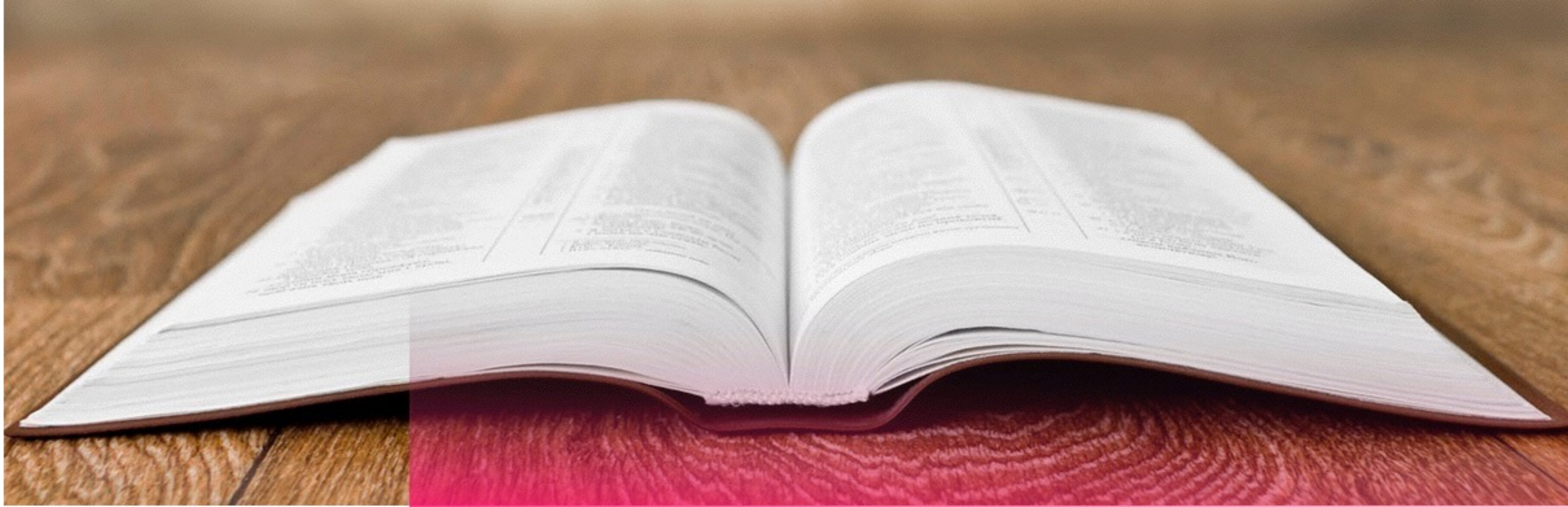
The Gift of Speech and the Department of the Literature Evangelist

Thoughts from the book, Colporteur Ministry, Chapters 9 and 10.





THE WORD IS A POWER



“OF ALL THE GIFTS THAT GOD HAS BESTOWED UPON MEN, NONE IS MORE PRECIOUS THAN THE GIFT OF SPEECH. IF SANCTIFIED BY THE HOLY SPIRIT, IT IS A POWER FOR GOOD. IT IS WITH THE TONGUE THAT WE CONVINC AND PERSUADE ...”

CULTURE OF THE VOICE

“MORE ATTENTION SHOULD BE GIVEN TO THE CULTURE OF THE VOICE. WE MAY HAVE KNOWLEDGE, BUT UNLESS WE KNOW HOW TO USE THE VOICE CORRECTLY, OUR WORK WILL BE A FAILURE.”

PRONUNCIATION AND TONE OF VOICE

“WHEN YOU SPEAK, LET EVERY WORD BE FULL AND WELL ROUNDED, EVERY SENTENCE CLEAR AND DISTINCT TO THE VERY LAST WORD.”



SIMPLICITY OF WORDS

“BUT NEVER SEARCH FOR WORDS THAT WILL GIVE THE IMPRESSION THAT YOU ARE LEARNED. THE GREATER YOUR SIMPLICITY, THE BETTER WILL YOUR WORDS BE UNDERSTOOD.”

THE MUSIC OF THE VOICE

“... BY THE MUSIC OF HIS VOICE AND THE EMPHASIS PLACED ON THE WORDS, HE CAN MAKE THE SCENE PRESENTED STAND OUT AS CLEARLY BEFORE THE MIND OF THE LISTENER AS IF IT COULD IN REALITY BE SEEN.”

THE POWER TO SOFTEN

“THE RELIGION OF JESUS SOFTENS WHATEVER IS HARD AND ROUGH IN THE TEMPER, AND SMOOTHS WHATEVER IS RUGGED AND SHARP IN THE MANNERS. IT MAKES THE WORDS GENTLE AND THE Demeanor WINNING.”



PERSUASION THROUGH APPEARANCE

“EVERY SOUL IS SURROUNDED BY AN ATMOSPHERE OF ITS OWN,—AN ATMOSPHERE, IT MAY BE, CHARGED WITH THE LIFE-GIVING POWER OF FAITH, COURAGE, AND HOPE, AND SWEET WITH THE FRAGRANCE OF LOVE.”



A young man with dark hair, wearing a light-colored short-sleeved shirt, khaki pants, and a backpack, stands on a rocky coastline. He has his hands clasped in prayer and is looking down. The background shows waves crashing against the rocks under a warm, golden sunset sky. The entire image has a soft, warm orange and yellow color overlay.

Spiritual Essence of Persuasion





“CHARACTER IS POWER. THE SILENT WITNESS OF A TRUE, UNSELFISH, GODLY LIFE CARRIES AN ALMOST IRRESISTIBLE INFLUENCE. BY REVEALING IN OUR OWN LIFE THE CHARACTER OF CHRIST WE CO-OPERATE WITH HIM IN THE WORK OF SAVING SOULS. IT IS ONLY BY REVEALING IN OUR LIFE HIS CHARACTER THAT WE CAN CO-OPERATE WITH HIM. AND THE WIDER THE SPHERE OF OUR INFLUENCE, THE MORE GOOD WE MAY DO.”



Using Questions in Conversation



PERSUASION THROUGH APPEARANCE

“KNOWING HOW TO CONVERSE IS ONE OF THE MOST PRECIOUS RESOURCES IN NEGOTIATION. THE INDIVIDUAL WHO DOES NOT KNOW HOW TO CONVERSE, DOES NOT KNOW HOW TO NEGOTIATE, AND THOSE WHO DO NOT KNOW HOW TO NEGOTIATE CANNOT BE CONSIDERED TO BE EFFECTIVE IN THE WORLD OF BUSINESS.” *REINALDO POLITO*

CLOSED QUESTIONS

WHO? HOW LONG? WHERE? WHEN?

CLOSED QUESTIONS

WHAT? WHY? HOW? IN WHAT WAY?



EXPRESSIONS TO KEEP CONVERSATION GOING

AND SO? AND THEN? I UNDERSTAND. AND WHAT DID YOU DO?
AND IF EVERYTHING HAD GONE WRONG? AND WERE YOU
CONCERNED?



INFORMATION THAT PRODUCES SALES

GENERAL INFORMATION – CHARACTERISTICS OF THE TERRITORY.
PERSONAL INFORMATION – CHARACTERISTICS OF THE PROSPECTIVE BUYER