

PERSISTENCE

The advertising industry uses the term “six sticks.” This means people need to be presented with a new idea many times before they are ready to consider the concept. People generally need **at least six exposures** to a product before they will **seriously consider** making a purchase. If that’s true with laundry detergent and peanuts, it stands to reason that churches need to take the same approach and make at least six significant contacts with non-church friends or acquaintances.

* Church Administration, Oct. 1995

PERSISTENCE 2

It's the persevering salesperson who closes the most deals. Thomas Publishing found that 80 percent of all new sales are closed on the fifth sales call. However, their study showed that only 10 percent of all salespeople make more than three calls. When seeking to reach people for Christ and win an audience with the unchurched, we would do well to remember this truth from the world of sales.

* Ministry Currents, Jan.-March 1992, p. 10

I CAN'T DO IT!

A client once wrote a company for information about their product. In the letter he specifically stated that he did not want a salesman to call on him. The information he requested was rather technical and could not be adequately communicated in a letter, so the company sent a sales representative anyway. When the rep showed up at the man's office, he received a cold reception. The potential client repeatedly reminded the salesman that his letter had stated, “No salesman!” The sales rep was a trainee with very little sales experience. He tried to calm the irate executive and assure him there would be nothing more than a simple exchange of information. The trainee finally said, “Mister, I'm about as close to a ‘no-salesman’ as they've got.” Many of us feel “as close to a no-salesman as God's got,” but He still has a place for each of us to share our faith. *A lot of people aren't very good fishermen, but that doesn't stop them from going fishing.* The same should hold true for our spiritual fishing trips as well.

* Bits & Pieces, July 21, 1994, p. 4

CRAZY MOODY?

D. L. Moody was known as “Crazy Moody” because of his zealous approach to evangelism. He resolved to speak with at least one person each day regarding his or her relationship to Jesus Christ. Most Christians recall at least something about this evangelist who dominated the last four decades of the nineteenth century. When a fellow minister told him,

“The world has yet to see what God will do with a man fully consecrated to Him,”
Moody resolved, “By the grace of God, I will be that man.”

He and Ira Sankey shook two continents for God, but what if Edward Kimball hadn't been obedient to God on April 21, 1855? On that day, Mr. Kimball led Moody to Christ. This very timid man was Moody's Sunday School teacher at a Congregational church where Moody's uncle forced him to attend. Mr. Kimball determined in his heart that he would go speak to his student at the shoe store in which he worked. With tears in his eyes, Kimball approached the seventeen-year-old shoe clerk. “I asked him to come to

Christ, who loved him and who wanted his love and should have it,” said Kimball. The surprised Moody opened his heart to Christ, and thousands of lives were transformed by his forty years of ministry. Only God knows what he has planned as a result of our obedience in sharing the gospel.

While speaking in London, evangelist D. L. Moody was approached by a British companion who wanted to know the secret of Moody's success in leading people to Christ. Moody directed the man to his hotel window and asked, “What do you see?” The man looked down on the square and reported a view of crowded streets. Moody suggested he look again. This time the man mentioned seeing people - men, women, and children. Moody then directed him to look a third time, and the man became frustrated that he was not seeing what Moody wanted him to see. The great evangelist came to the window with watery eyes and said, “I see people going to hell without Jesus. Until you see people like that, you will not lead them to Christ.” What do you see in five o'clock traffic, a busy restaurant, a crowded waiting room, your neighbourhood, or your extended family?

*“Remember,
unsaved people are
not the enemy.
They are victims
of the enemy.”*

--Joe Aldrich