

“The Phone’s for You” Word Track

"Hi! This is (your name) with the new (church name) Church that will be opening in (city) in (month) . Before we open, we're calling some of our new neighbors to see if we can ask two quick questions that would help us. Would that be O.K.?"

The first question is: “Are you actively involved in one of the local churches at this time?”

IF THEY ANSWER “YES!”

"Fine! We are NOT trying to take anyone out of a good church ..(brief pause) . . . but what we ARE doing is . . . we're mailing out some information to folks in our community. . . to tell them about some of the programs we'll have available for all ages. Could we send that to you, just to keep you updated on our progress?"

IF THEY ANSWER "NO!"

"One of the things we would like to do, *if it would be okay* . . . we're mailing out some information to the people in our community. . . to tell them about some of the programs that we'll have available for all ages. Could we send that to you, just to keep you updated on our progress?"

IF THEY SAY "YES!"

1. To get the name and address ask, "Is this the residence?" If it is correct – verify the address and say "Thanks so much for your time. We'll get this in the mail right away."

2. If more than one name will appear on the address, underline the name of the person to whom you spoke! Note: This will help in the call backs by allowing you to try to talk to the person who originally said "Yes!" to receiving the materials.

WARNING!! The natural tendency is to change the dialogue or to shorten the presentation. Please use the word track as you see it. It has been tested in a number of different ways and we are convinced that we get the best results with what is here.