**National Bible Week - Simple Telephone Presentation**

1. **Get decision-maker on phone. Introduce yourself.**

“November \_\_ is National Bible Week. This year we’ll be airing some special features dealing with the importance of the Bible, and I thought you’d like to be included in what we’re doing. May I play a sample feature for you?”

1. **Play the sample feature.**
2. **Immediately after feature, read merchant’s ad copy.**

NOTE: If you don’t have a spot custom-written (and we certainly encourage you to have one), use one of the scripts provided as a place to start. Be sure you fill in the blanks ahead of time to avoid having to “wing it.” And remember, it’s not just WHAT you say...it’s also HOW you say it: *read the ad with conviction!*

1. **Give the client the package options.**

Substitute your own package(s) and price(s); we recommend having three (3) choices – no more, no less.

“We’re going to be running the series starting Sunday, November \_\_, for the whole week, and we can run that for you TEN TIMES FOR $115 . . . FIFTEEN TIMES FOR $155 . . . OR TWENTY-FIVE TIMES FOR $240.”

1. **Observe the “golden silence”: be quiet & let your client decide!**

After they’ve told you what they want to do, thank them for their order and/or their time and move on to your next call!

**Sample Sponsor Scripts**

1: This thought for National Bible Week has been brought to you by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, reminding you that even a few moments spent reading the Bible each day can have lasting benefits! In our national life and in our personal lives, there’s no substitute for the truths of God’s Word. A message from your friends at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, in/at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is pleased to bring you this special reminder for National Bible Week. Throughout our history, the Bible has been a source of comfort and hope, providing instruction, encouragement, and guidance. As we celebrate National Bible Week, let us not fail to spend time each day reading and meditating on God’s Word. A message from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, in/at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.