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**Fellowship of Companies for Christ
 Greater Hartford Chapter
 August 19, 2015**

- Welcome! Opening prayer and praise reports
- **Today's topic: Ten Principles for Wise Sales & Marketing**

“You are the light of the world. A town built on a hill cannot be hidden. Neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house. In the same way, let your light shine before others, that they may see your good deeds and glorify your Father in heaven.” –Matthew 5:14-16

All businesses must market themselves and “sell” something. Without the sale, nothing happens. Here we are in the “dog days” of summer, a time when many customers and prospects are on vacation and many businesses tend to slow down. Now can be a good time for you to step back and assess your sales and marketing efforts. The principles I’m sharing today are a refresher from my “How to Build a Godly Business” document available for free online at FCCI-NE.org.

- Choose territories, niches and prospects carefully, asking the Holy Spirit for guidance (Acts 16:6-10)
- Don't hide your light under a bushel. “If we build it they will come” is a lie (Matthew 5:14-16)
- Plant, water and trust God for the increase in His time and His way (Ecclesiastes 11:1-2, 1 Cor 3:6)
- Be courageous (Proverbs 22:13, Numbers 13:31-33)
- Have a heart to build a good reputation (Proverbs 19:1, 22:1, 27:2)
- Seek first to create friendships (2 Corinthians 12:24)
- Respond to harshness with gentleness (Proverbs 15:1, Philippians 4:5)
- Do not resort to high pressure and manipulation (2 Thessalonians 3:2, Proverbs 20:10, 20:14, 20:23)
- Be diligent (Proverbs 22:29)
- Be persistent (Luke 11:8)

Let's chat about your experiences and the relevance of these principles to your business today.

Evaluate yourself from 1 (weak) to 10 (strong) in terms of your wisdom in sales & marketing.	1	2	3	4	5	6	7	8	9	10
Why did you give yourself this rating?										
What benefits might you enjoy by being wiser about your sales & marketing?										
What specific actions can you take to be wiser?										

- Next meeting: *This Is My Story* on September 2 with Charlie Fields (see back)
- Upcoming events/news
- Closing prayer