

Sample Script

SAMPLE: Initial Interest Conversation

30 second Speech

Hi, is_____ (state their name)? (Lead: Yes.)

Hey (leads name), my name is (Your name) with Bethany Global University.

Do you have a quick minute? Yes

Great! (Leads name)

I'm sure you are a busy and I want to respect your time, so I'll be brief. You showed initial interest to our school which specializes in getting a degree while doing missions. Questions we get from perspective students all the time are

1. Where do people go for their 16 month internship?
2. How much does BGU cost?
3. What degrees does BGU offer?

These are great questions but with your permission I was hoping to ask you a few questions to find out if our program is a good fit for you. So first off, what was it about our program that interested you?

Great, so your initial interest was because of..... correct? Fantastic.

Data Gathering

- What are you looking for in a college?
 - o (Lead) Looking to help me become a good missionary, want to become a great youth pastor/pastor, looking for a strong community, somewhere I can grow in my faith.
- What's motivating you to look into BGU's programs?
 - o (Lead) affordable college, I hope that I can be on the mission field within the next couple years.
- What's your reason for wanting to be a missionary??
 - o (Lead) When I got saved I started to notice how there were a lot of people hurting and I wanted to do something about it. I also saw how God has commanded us to go to all the nations and reach people for Him.
 - o (Caller) **Insert reason for becoming a missionary**
- What challenges do you think you will face in becoming a missionary?

- (Lead) I'm not really sure, I guess trying to connect with people or get on the field. I'd hope to be a long term missionary.
- What other places are you currently looking into?
 - (Lead) BGU, YWAM, My local college

Summarize, Bridge & Pull (SBP)

"Those are great options. it sounds like we figured out a lot today. You said you wanted a college degree that can help you be a good missionary because you hope to be on the field 10 years from now. You feel like your biggest obstacles to make this happen will be finances, & how to get on the mission field. You also mentioned you deciding between Northwestern, BGU, and YWAM. We also discussed how we could help you with finances and get on the field with hands on training in the next 2 years as well as placing you with our long term agency.

Is that correct?

Lead: Yes

Caller: Would you have a few more minutes for us to discuss what it would take to be an effective missionary and see if this is what you're looking for.

Lead: Yes

Caller: Great! Would there be anything else you'd want me to address as we get into the conversation?

(Lead) Well I was thinking we can discuss the tuition paid model, successful tips that have helped students get on GI & a weekly schedule breakdown.

Caller: Absolutely we can add that to the agenda.

Lead: Great!

Caller: Before we discuss these agenda items, I want to make sure that if we are In agreement today & all goes well then a good next step would be to start the application. This doesn't mean that BGU is your final decision it will just help you along the process.

Lead: No, I don't know if I'm ready to apply.

Caller: Ok, how about getting your parents or pastor involved if things go well?

Lead: Yeah that sounds good to me.

Caller: Great! Let's get started.

SAMPLE: Vision Casting Conversation

The warmer

So I totally get where you are coming from. When I first came here I was interested in being a missionary but to be honest I wasn't sure what it took to be an effective missionary and how I could pull this off financially.

Reframe

But there's an old African proverb that says, "If you want to go quick, go alone, if you want to go far, go together." Sometimes in our youthful zeal we want to go out on the field right away without the proper skills. But based on a survey taken of Effective pioneer missionaries, that's those who started a movement (CPM/DMM) with more than 1000 believers and more than 100 churches, they consistently had these competencies in common:

1. The ability to lead people to Christ.
2. Ability to contextualize the gospel. (You can ask the lead what this means)
 - a. This means we are able to communicate w/ people in a way that they understand it in their culture not ours.
3. Are adaptable
4. Have strong spiritual habits
5. Know how to fundraise.

Rational Drowning

Think about this, only 10% of believers know how to lead people to Christ. It takes several years for people to be able to communicate w/ ease in a different culture. And 90% of those who have a clear process for raising support get and stay on the field.

Emotional Impact

So I know before I found the right place I didn't know how I was going to raise support and get on the field. I know I trusted God and at the same time he tells us to work diligently. On top of that if I were honest with myself, I didn't know how to lead someone to Christ here in the states let alone somewhere overseas.

A New way of Thinking

But imagine how your life would be different if you knew how to lead people to Christ by contextualizing the gospel; understand the character qualities and skills needed to get overseas and the ability to be

financially sustainable for as long as you wanted to be on the field? What type of impact do you think you could make?

Our Solution

This is where I believe BGU is the perfect place to learn these competencies. First through our tuition paid model you can graduate with an accredited degree with limited to no debt. **(You can go in depth if they ask how this works)**. Then while you're a student you learn about partnership development. It's different than just doing a bake sale for fundraising. It's mobilizing people into what God has called you to and giving them an opportunity to partner with you.

Then, while you spend your first 2 years on our campus you will get extensive bible and theology training so you can start building the spiritual habits every Christian needs to be successful in ministry.

Lastly, through our 16 month global internship you will learn a language and how to dissect a culture. BY doing this you will be able to contextualize the gospel and hopefully see people come to Christ. Now ultimately the Holy Spirit is the one that transforms hearts but we want to be as effective as possible in communicating the gospel in their culture so that they can turn to Christ.

Feature/ Benefit / Value

Caller: Now, you mentioned that one of your main issues is finances. Have you heard about our tuition paid model?

Lead: Kinda. But can you explain it.

Caller: Sure. The way the model works is.... (feature)

Lead: That's incredible. I've never heard of someone do this before.

Next Steps

Caller: I'm pumped too. Like we mentioned before our goal was to give you the information you wanted.

And if you got it, you would talk to your parents. Do you feel like we accomplished the goal?

Lead: Yup. I'm ready to go talk to them.

Caller: Okay. So before you do, are there any other issues you think you may have when it comes to making a decision on whether you want to come here? If not let's set up a time to talk again in a few days to see how we can move the ball forward.

LEAD: Nope lets set up the next call.

Caller: how does tomorrow evening at 7pm cst work?

Lead: Sorry I have youth group that night?

Caller: How about the night after?

Lead: that sounds perfect.

Caller: Great, then I will call you and your parents in 2 days at 7pm cst. Look forward to chatting. Anything I can pray for you about before we head out?

LEAD: Sure... (insert prayer request)

Caller: Prays....Amen. Well I will talk to you in 2 days have a good day.

Lead: Bye

Hang up, Take notes and set your schedule.
