**CQPC© and Other Selling Resources for Churches**

**Step 1. CONNECT**: Introduce yourself and find something in common to talk about. Fundamentally, connection is about building rapport, breaking the ice, finding common ground, and getting in the door.

When good connection happens there is a comfort level for the buyer and the seller. SO you (seller) get comfortable BEFORE you go in the door. Remember, you are there to HELP not sell. Great selling is all about helping others. If you can’t help, or if this candidate isn’t a good fit, no worries; you’ll move on to the next one!

Remember, with church groups, you are really helping that youth minister build their youth group. A young person may not ask another friend to come to church but they will ask them to come to a family fun center event. When that young guest attends this type of event and gets connected to the youth group then they may come to church.

**Step 2. QUALIFY:** Curiosity -- Being interested instead of interesting FIRST will win sales all day long. So many sales people want to “pitch” their product first. It feels like you only have a second to get your “pitch” in so a typical seller will JUMP to the “pitch”. While this can be effective at times- if you will CONNECT & then QUALIFY first, I promise you will sell more to more prospects, more often! So here is a list a good qualifying questions when it comes to selling to Churches:

1. Hi I’m Beth from the TrainerTainment Entertainment Center down the street and I’d like to talk with your youth minister about how they decide where to take their young people for youth group outings?
2. How often do you have these types of events? Examples could include: Once a week/month?
3. What have they done in the past? What did you like best/least about going there?
4. How important is a **Meeting Space** in making the decision about where to go?
5. What Youth Group Outings are being considered for this year (summer, month)?
6. How do you decide what to spend on an event like this?

This list is not exhaustive but is an excellent start. You need to have a couple of **objectives.**

**Objective number one** is to get the first 2 questions answered and, with any luck, you would get to speak with the decision maker (typically the youth minister). Each of the following questions (c-f) can be addressed with the gate keeper, who is usually a church secretary, however; the gate keeper may, or may not know the answers. If not, you would move on to **Objective number two** and schedule an appointment with the decision maker once you know who that is after asking questions a. and b. **Objective number three** is to get the youth minister and potentially 2-3 of the youth group members to come out to your center and experience the fun.

**3. PRESENT-** So often, a sales person is tempted to run into a church and just start “Pitching” their product. Great presentation is based on first connecting and then qualifying the “NEEDS” of a potential customer. When you find out what someone needs, then you can focus on what’s important to them rather than a “canned” presentation that is usually focused on what you think is important.

**4. Close-** Ask for the business… “Youth Minister” based on everything you’ve seen about holding a Youth Group Event at The TrainerTainment Family Fun Center, what do you like best about the idea of holding this kind outing for your young people”? “We would love to hold several dates for you this (month, quarter, year) and I can book that for you now. What do you think?”

**WHAT IF**

**I can’t even get past the gatekeeper?**

Get creative. Do you know someone who goes to this church? Can you use other resources like Linked-In or their website so that you go in asking to speak directly to the Youth Minister? Make a phone call prior to dropping by the church and ask to set up a 10 minute appointment to talk to the youth minister about youth group outings.

**The church secretary doesn’t have any information about how the youth group plans events?**

ALWAYS start with a little research. Most churches have the staff listed on their website. When you go in with some advance knowledge it will give you some comfort and credibility with whomever you speak with first. This should save you a great deal of time. Many times the youth director is a volunteer who may not be at the church very often so finding out a best time or best method of contact may be the best you can do.

**I don’t know what churches to start with?**

This is easy… Start with the churches that are within a 5 mile radius of your facility. And once you’ve connected, qualified, presented, and closed every one of those churches, you can then begin to widen that ring.

Mega churches are a lot like big businesses and you may want to refer to the CQPC for Companies when dealing with a mega church.

We’ve also found that churches will come from many miles away. Remember outlying and rural churches count the bus ride as part of the group outing experience. Work from a **TOP LEAD LIST** as all times.

**They don’t have any money to do youth outings?**

If lack of funds prohibits a church group from coming to your center you may want to consider talking about fundraisers with this church. Wouldn’t that be great if you could help host a “family night” fundraising event that earned the youth group enough money to hold a future lock in event. This sounds like a 2 for 1 opportunity that could really benefit the church youth group and your center.

*Please note that just because we’ve focused on church youth groups there are many other church group events that could take place in your center. Parents Without Partners, Singles Groups, Elementary Age Youth, Entire Church Group Events, Lock In’s and more can be church group targets.*

I’m sure there are many more what if questions with great answers. I promise, we don’t know everything. I invite you to join our Facebook page and let’s keep this conversation going.

**See the next page for custom (cut and paste email script)**

**Custom Email Script for Youth Ministers:**

**SUBJECT LINE: An Open Letter to BEST YOUTH GROUP leader in town**

Hello (Insert Name),

Thank you for taking 2 minutes to check out how (insert your fun center’s name here) can help you and your youth group introduce new members to their church circle of friends.

It can be tough for a young person to invite their friends to church! However, coming to an event at, (insert your fun center’s name here) can be a great way to introduce others to your youth group.

We hope you’ll allow us to help you be YOUTH GROUP LEADER of the month by bringing your young people for one of the BEST outings they’ve ever had. Check out the details by clicking this link and then email me at (insert your email here) or call me right away at (insert your phone number).

Looking forward to hearing from you,

Beth Standlee

Church Event Coordinator

TrainerTainment Family Funcenter

[www.trainertainment.net](http://www.trainertainment.net)

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