

Keep Going Back!

In the business world, successful salespeople are those who keep going back. Consider these statistics:

- 48% of the salespeople quit after only one call.
- 25% quit after two calls.
- 15% quit after three calls.
- The remaining 12% of salespeople keep calling, and these do 80% of the business.

Christians should go beyond the salespeople of the business world in our attempts to convert others to Christ. The way to “water and plant” so that a congregation will grow is to keep going back!

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