

# *Selling The Church To The Community*

**Introduction:** Peter writes, “But ye *are* a chosen generation, a royal priesthood, an holy nation, a peculiar people; that ye should shew forth the praises of him who hath called you out of darkness into his marvellous light” (1 Pet. 2:9). The idea of *shew forth* is “to make widely known, to declare, proclaim.” There is within the idea of showing forth God’s praises the idea selling the church to others.

We are using *sell* in an accommodated sense to induce others to accept one ideas or teaching concerning the church. We want them to “Buy the truth, and sell *it* not; *also* wisdom, and instruction, and understanding” (Pro. 23:23).

The idea of selling the church is illustrated by the events of Pentecost. The disciples were where Christ wanted them to be: in place, mind, and spirit. Notice: “And, behold, I send the promise of my Father upon you: but tarry ye in the city of Jerusalem, until ye be endued with power from on high....<sup>52</sup>And they worshipped him, and returned to Jerusalem with great joy:<sup>53</sup>And were continually in the temple, praising and blessing God. Amen.....<sup>1:14</sup>These all continued with one accord in prayer and supplication, with the women, and Mary the mother of Jesus, and with his brethren....<sup>2:1</sup>And when the day of Pentecost was fully come, they were all with one accord in one place” (Luke 24:49, 52-53; Acts 1:14; 2:1). The result was that devout men of every nation came to hear them.

In selling the church to the community, there are four basic rules of salesmanship that should be observed:

## **I. ATTENTION MUST BE ATTRACTED.**

- A. The disciples attracted attention; Acts 2:6** “Now when this was noised abroad, the multitude came together, and were confounded, because that every man heard them speak in his own language.”
- B. Other institutions do this:**
  1. Manufacturers, stores, colleges, etc.
  2. Advertising, radio programs, show windows, etc.
- C. The local congregation:**
  1. Physically:
    - a. A well-kept building (including the sign).
    - b. Clean and well arranged.
    - c. Cordially welcoming visitors
  2. Spiritually:
    - a. Faithful members.
    - b. Good singing.
    - c. Well-balanced preaching.
    - d. Watchful overseeing elders.

## **II. INTEREST MUST BE CREATED**

- A. Notice the words used of the Jews in Acts 2.**
  1. *Confounded*; Acts 2:6 “Now when this was noised abroad, the multitude came together, and were confounded, because that every man heard them speak in his own language.”
  2. *Amazed* and *Marvelled*; Acts 2:7 “And they were all amazed and marvelled, saying one to another, Behold, are not all these which speak Galilaeans?”

3. *Amazed and in doubt* [*perplexed*—ASV]; Acts 2:12 “And they were all amazed, and were in doubt, saying one to another, What meaneth this?”

**B. It is comparatively easy to create interest, but some methods are counterproductive.**

1. A congregation known for slander.
2. A congregation known for quarreling and divisiveness.
3. This is not to say that God’s Truth can be compromised.

**C. Proper interest must be generated.**

1. “Nothing succeeds like success.”
2. Proper interest can be created by:
  - a. Faithful members edifying one another.
  - b. Seeking to win souls to Christ (which includes the messages on the sign).
  - c. Deeds of benevolence.
3. When we are actively doing these things it will generally solve the problems of finance, peace within the congregation, etc.

### III. CONFIDENCE MUST BE INSPIRED

**A. Consider Peter’s sermon:**

1. While answering the false allegation of being drunk, he did not spend much time on it; Acts 2:14-15 “But Peter, standing up with the eleven, lifted up his voice, and said unto them, Ye men of Judaea, and all ye that dwell at Jerusalem, be this known unto you, and hearken to my words: <sup>15</sup>For these are not drunken, as ye suppose, seeing it is *but* the third hour of the day.”
2. Knowing his hearers as being devout Jews, he knew they would listen to Hebrew prophecy.
3. Paul also is a good illustration of this; Acts 22:2 “(And when they heard that he spake in the Hebrew tongue to them, they kept the more silence: and he saith,)”

**B. We must inspire confidence in others.**

1. Sound preaching that includes all the council of God.
  - a. 2 Tim. 4:2 “Preach the word; be instant in season, out of season; reprove, rebuke, exhort with all longsuffering and doctrine.”
  - b. Acts 20:20, 27 “*And* how I kept back nothing that was profitable *unto you*, but have shewed you, and have taught you publicly, and from house to house, ... <sup>27</sup>For I have not shunned to declare unto you all the counsel of God.”
2. Godly lives of all members: elders, deacons, preacher, members.

### IV. A DEMAND MUST BE STIMULATED

**A. Peter showed the Jews their condition (their need for his offer) and what he had to offer them.**

1. He showed them their condition; Acts 2:23, 36 “Him, being delivered by the determinate counsel and foreknowledge of God, ye have taken, and by wicked hands have crucified and slain: ... <sup>36</sup>Therefore let all the house of Israel know assuredly, that God hath made that same Jesus, whom ye have crucified, both Lord and Christ.”
2. They realized their condition; Acts 2:37 “Now when they heard *this*, they were pricked in their heart, and said unto Peter and to the rest of the apostles, Men *and* brethren, what shall we do?”
3. He showed them what he—God—had to offer;
  - a. Acts 2:38-41 “Then Peter said unto them, Repent, and be baptized every one of you in the name of Jesus Christ for the remission of sins, and ye shall receive the gift of the Holy Ghost. <sup>39</sup>For the

promise is unto you, and to your children, and to all that are afar off, *even* as many as the Lord our God shall call. <sup>40</sup>And with many other words did he testify and exhort, saying, Save yourselves from this untoward generation. <sup>41</sup>Then they that gladly received his word were baptized: and the same day there were added *unto them* about three thousand souls.”

- b. He showed them the salvation God offered from their past sins and the blessings of the Christian life.

**B. Some helps to stimulate this demand:**

1. Emphasizing the Divine nature of the church.
  - a. It is not simply a denomination among denominations.
  - b. It is the only institution Divinely planted, built, and directed.
2. Show how the church meets all the spiritual needs of man.
  - a. It is the place which provides purpose to life, joy, peace, etc.
  - b. Show how all spiritual blessings are in Christ in the church; Eph. 1:3 “Blessed be the God and Father of our Lord Jesus Christ, who hath blessed us with all spiritual blessings in heavenly *places* in Christ:”
  - c. Often it is necessary to lead a person to see what his true spiritual needs really are.
3. It provides the best place to help others.

**Conclusion:** These fundamental principles of *selling* are certainly within our reach. We need to get busy adorning the doctrine of Christ; Titus 2:10 “Not purloining, but shewing all good fidelity; that they may adorn the doctrine of God our Saviour in all things.” We can do it; Phi. 4:13 “I can do all things through Christ which strengtheneth me.”