

## AI Conversations - Sales Outline

### AI Conversations: Enhancing Ministry Engagement with 24/7 Availability and Personalized Responses

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#### Opening / Discovery (5 minutes)

**Goal:** Understand the ministry's current challenges with engagement and availability.

##### Discovery Questions

- "How do you currently handle questions and prayer requests from your audience?"
  - "What happens when someone needs guidance at 2 AM?"
  - "How much time does your team spend responding to messages and inquiries?"
  - "What would it mean for your ministry if you could be available to everyone, all the time?"
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#### Problem Identification (3 minutes)

##### Common Pain Points to Surface

- Limited staff to handle growing audience inquiries
  - Time zone challenges with global audience
  - Repetitive questions that take time from deeper ministry work
  - Desire to provide more personalized engagement at scale
  - Website visitors leaving without engagement
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#### Solution Introduction (10 minutes)

##### Introduce AI Conversations

"What if you could extend your ministry's voice to be available 24/7, answering questions, providing guidance, and engaging with your audience—all based on your own teachings and content?"

##### Key Demo Points

###### 1. Knowledge Base

Show how content feeds the AI:

- "All your sermons, teachings, and written content become the AI's knowledge base"

- "The more content you have, the more robust the responses"

## 2. Customization

Demonstrate persona setup:

- "You control the voice—make it sound like Pastor [Name]"
- "Set conversation starters to guide discussions"
- "Configure tone, characteristics, and disclaimers"

## 3. Website Widget

Show embed capability:

- "With a simple script, this lives on your website"
- "Visitors engage with your ministry, not a generic chatbot"

## 4. Monitoring

Highlight insights dashboard:

- "See what your audience is really asking"
- "Use insights to inform future content and ministry direction"

## 5. Testing

Emphasize control:

- "Test before going live"
- "Full visibility and control over the experience"

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## Social Proof (2 minutes)

Reference Hope for the Heart

"Hope for the Heart with June Hunt—their 24/7 radio ministry known for taking calls and providing biblical counseling—now scales through AI Conversations. The same compassionate, scripture-based guidance, available to unlimited people simultaneously."

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## Value Summary (3 minutes)

Recap Key Benefits

Benefit	Check
24/7 availability without additional staff	✓

Personalized responses based on YOUR content	✓
Website integration to capture visitor engagement	✓
Insights into audience needs and questions	✓
Scalable ministry engagement	✓
Full control and monitoring	✓

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## Call to Action (2 minutes)

### Next Steps

1. "Let's set up your AI Conversations chatbot together"
2. "We can have this configured and tested within [timeframe]"
3. "Your existing content on the platform already feeds the knowledge base"

### Close

"This is a brand new feature, and you're among the first ministries to have access. Let's extend your ministry's reach in a way that wasn't possible before."

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## Objection Handling

### "What if it says something wrong?"

- You test before going live
- Full monitoring capabilities
- Ability to add disclaimers and guardrails
- Based on YOUR content, not generic AI

### "My audience prefers human interaction"

- This supplements, not replaces, human connection
- Handles volume so staff can focus on deeper needs
- Available when humans aren't (nights, weekends, time zones)

### "We don't have much content yet"

- Start building now—every upload strengthens the AI

- Even a foundational library provides value
  - Books and PDFs can be added too
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### **Sales Call Checklist**

- ☐ Completed discovery questions
- ☐ Identified key pain points
- ☐ Demonstrated knowledge base concept
- ☐ Showed customization options
- ☐ Demonstrated website widget
- ☐ Highlighted monitoring capabilities
- ☐ Shared Hope for the Heart case study
- ☐ Summarized key benefits
- ☐ Addressed objections
- ☐ Established next steps

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