

## Presentation Strategies Of The Apostle Peter



# PART TWO

# PART ONE SUMMARY

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- **Open with IMPACT**
  - Might rushing wind, tongues of fire
- **Opportunistic marketing**
  - Big convention in Jerusalem (Pentecost)
- **Gain attention and interest**
  - Amazed when heard their own language being spoken
- **Deepen their curiosity**
  - How is it possible that we hear them speaking in our native tongue?
- **Be BOLD!**
  - DECLARING the wonders of God



# PART ONE SUMMARY

- **Not everyone gets it**
  - Some mocked saying they had too much wine
- **Bring the team**
  - Then Peter stood with the eleven
- **Use the “CALL OUT”**
  - Fellow Jews and all of you who live in Jerusalem
- **Debunk false beliefs**
  - These are not drunk as you suppose...  
This is that which was spoken by Joel



A dramatic illustration of a man with long hair, wearing a white robe, standing in the middle of a dark, stormy sea. He is viewed from behind, looking out towards a bright, hazy horizon where the sun or moon is breaking through the clouds. The water is turbulent with white-capped waves crashing around him.

# PART ONE SUMMARY

- **Establish yourself as an authority**
  - Peter accurately quotes at length from Joel
- **Make a big promise**
  - Whoever calls on the name of the Lord shall be saved
- **Focus their attention**
  - Fellow Israelites... Listen to this...
- **Demonstrate potential**
  - By miracles, wonders and signs

# Validate

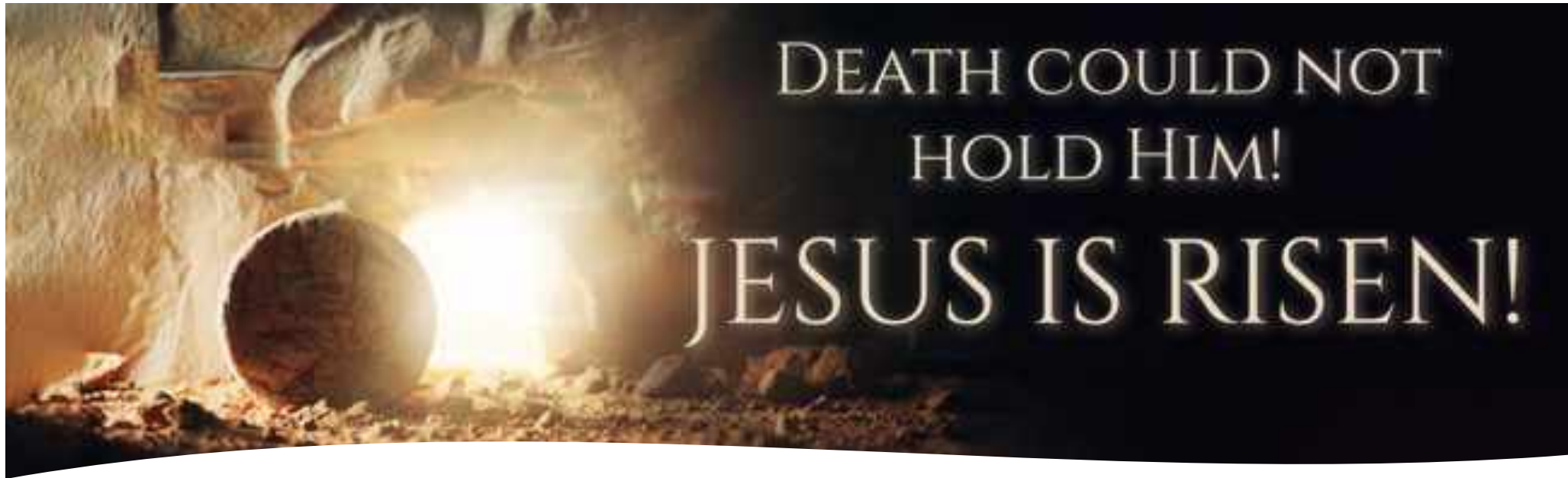
- ***“which God did through Him”***
  - Affirms the authority of the Source.
- ***“in your midst,”***
  - Peter reminds them that they have seen with their own eyes. ***“as you yourselves know.”*** (Acts 2:22)
- ***“as you yourselves know.”***
  - He reads their mail a bit “ You know what I’m talking about.”





## Original Intent

- ***“Him, being delivered by the determined purpose and foreknowledge of God, “***
  - Explain the original intent. It’s the declaration of purpose and wisdom of your offer...
- ***“you have taken by lawless hands,”***
  - Peter states that what you have done and built your justification on, does not rest on lawful authority. It is based on false authority.
- ***“have crucified,”***
  - Put to open shame, that which was done for their benefit.
- ***“and put to death;”***
  - Even maligned it” You have wrongly concluded that my offer is out of the running.



## Higher Authority

- ***“whom God raised up,”***
  - But the higher authority has undone your argument, demolished your conclusion by demonstrating He is alive and victorious, even over death.
- ***“having loosed the pains of death,”***
  - The HOW *“It was reviewed by Congress and strengthened”* Show them the why and how of the HOPE. How it is still possible.
- ***“because it was not possible that He should be held by it.”***
  - The WHY the HOW is true

# Use Authoritative Proof Sources

- ***“For David says concerning Him: ‘I foresaw the Lord always before my face, For He is at my right hand, that I may not be shaken. Therefore my heart rejoiced, and my tongue was glad; Moreover my flesh also will rest in hope. For You will not leave my soul in Hades, Nor will You allow Your Holy One to see corruption. You have made known to me the ways of life; You will make me full of joy in Your presence.’”*** Chapter 2:25-28
  - Peter now quotes one of the most revered historical figures in their national history. It would be like quoting Ben Franklin or George Washington or Jefferson.
  - For example, President Kennedy said...
  - One can also quote or reference court cases.





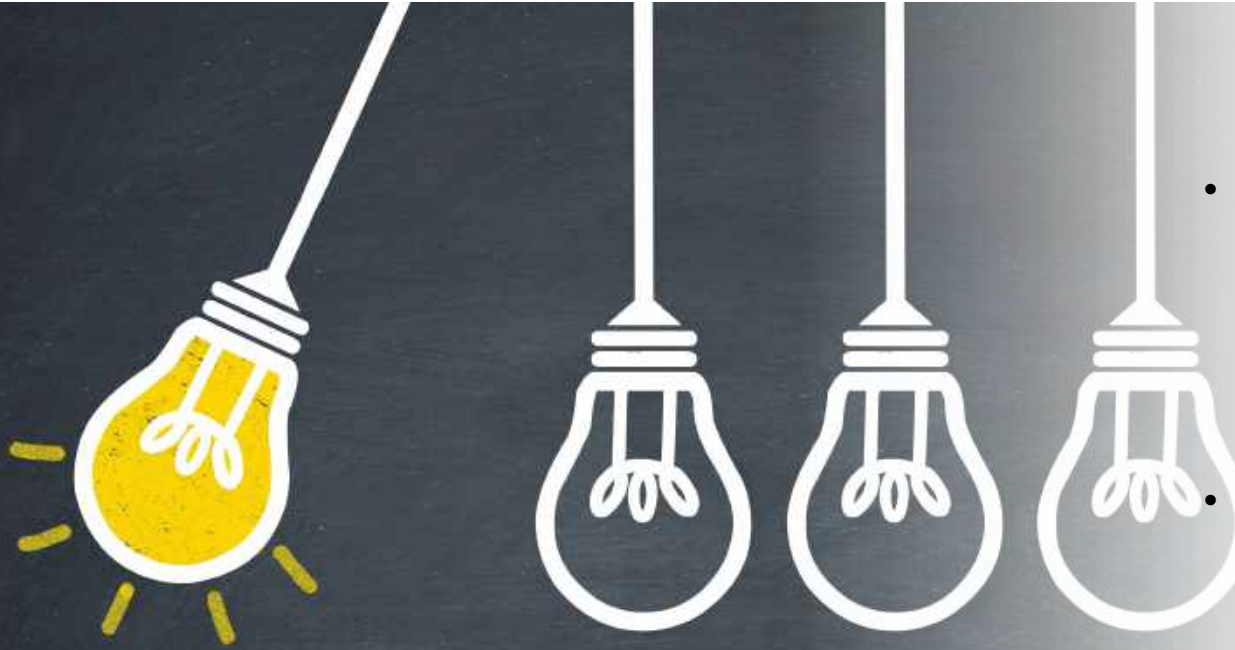
## Relax the Tone

- ***“Men and brethren, let me speak freely to you”***
  - Peter relaxes the tone, creating an atmosphere of warmth.
- ***“of the patriarch David, that he is both dead and buried, and his tomb is with us to this day.”***
  - Peter then lays out an important fact they can all agree on. He finds common ground.
- ***“Therefore, being a prophet,”***
  - Reiterates the power and authority of the proof source he is making his case on. “If we agree on this, then thus must be true.”
- ***“and knowing that God had sworn with an oath to him”***
  - Peter amps up the authority, reminding them that God Himself had sworn an oath.



## THIS IS IT!

- ***“that of the fruit of his body, according to the flesh, He would raise up the Christ to sit on his throne,”***
  - Peter now reminds them of the oath that highest authority had made, which of course is leading somewhere... right to Jesus, the Product.
- ***“he, foreseeing this, spoke concerning the resurrection of the Christ, that His soul was not left in Hades, nor did His flesh see corruption.”***
  - Peter explains and brings to light what they most likely knew but hadn't applied to the Product.
- ***“This Jesus God has raised up,”***
  - Peter now ties the Product to the fulfillment of the trusted and revered historical figure's claims. THIS IS IT!
- ***“of which we are all witnesses.”***
  - Show how it's been right in front of them all along.



# LOGIC

## Conclusion

- *“Therefore being exalted to the right hand of God, and having received from the Father the promise of the Holy Spirit, He poured out this which you now see and hear.”*
  - Summarize the key points.
- *“For David did not ascend into the heavens, but he says himself: ‘The Lord said to my Lord, “Sit at My right hand, Till I make Your enemies Your footstool.”’*
  - Peter layers more supporting documentation from the highly revered, trusted authority figure.
- *“Therefore”*
  - Peter introduces his grand conclusion
- *let all the house of Israel*
  - “This applies specifically to... Paint the target.



# CONFIDENCE

- ***“know assuredly.”***
  - Put some conviction in your voice or words!
- ***“that God has made this Jesus,”***
  - Reminds them of the authority of the Product’s Creator, that it was the Creator who begot or made this Product.
- ***“whom you crucified,”***
  - Points directly at them. Holds them accountable. He is speaking to THEM, not the guys who aren’t here today, or the guy beside you.
- ***“both Lord and Christ.”***
  - God made this Product to be the supreme, uncontestable leader. There are no rivals... Reaffirm the supremacy of your offer!

# The CLOSE

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- ***“Now when they heard this,”***
  - Make sure they HEAR you, as in understand what you. Chapter 2:37
- ***“they were cut to the heart,”***
  - Your message should bring conviction and awaken desire to take action.
- ***and said to Peter and the rest of the apostles, “Men and brethren, what shall we do?”***
  - A great presentation should make the buyer want to take action, without the need for gimmicks or manipulation. If done right, THEY WILL CLOSE YOU.



# Next Steps

- ***“Then Peter said to them, “Repent, and let every one of you be baptized in the name of Jesus Christ”***
  - Lay out in clear simple terms, the next steps to seal the deal. (Hand hold close)
- ***“for the remission of sins; and you shall receive the gift of the Holy Spirit.”***
  - Tie expectation to what they will receive.
- ***“For the promise”***
  - Ironclad. This is our promise!
- ***“is to you”***
  - Specific. Not vague. Paint them inside the promise.





## Press Through

- ***“and to your children, and to all who are afar off, as many as the Lord our God will call.”***
  - Peter defines the scope of the PROMISE.
- ***“And with many other words”***
  - He didn’t stop early. Because this was a group presentation, he pressed on until the group was sold.
- ***“he testified”***
  - Peter introduces his testimony. Always include your personal experience.
- ***“and exhorted them,”***
  - entreated them, comforted them, instructed them, admonished them, begged them, consoled them, encouraged them, strengthened them.



## Ink The Deal

- *“saying, “Be saved from this perverse generation.”*
  - Constantly reiterate the value proposition.
- *“Then those who gladly received his word “*
  - Notice that the buyers were GLAD about their decision. They were not beat into submission through pressure.
- *“were baptized;”*
  - They sealed the deal. They took public action in front of witnesses. They paid a price.

# NO DELAY

- ***“and that day”***
  - Notice that it was immediate. Peter brought them to a place of decision, not to a place where they would “think about it overnight” or maybe sometime in the future.
- ***“about three thousand souls were added to them.”***
  - Tabulate the results.
  - Track your metrics!
- ***“And they continued”***
  - This is customer service. It is not sell and leave. After the “taste and see” it is “sell and grow”.





# ONGOING

- ***“steadfastly”***
  - Be committed to the success of the plan.
- ***“in the apostles’ doctrine”***
  - Keep educating your customers. Continuity program.
- ***“and fellowship,”***
  - The teaching was not done in a vacuum. There was a context for relationship.
- ***“in the breaking of bread,”***
  - The context of fellowship was personal. They broke bread together. It wasn’t just a cyber relationship.



## CONNECTION

- ***“and in prayers.”***
  - Keep connected to them, available for answers as and when needed.
- ***“Then fear came upon every soul,”***
  - Respect for the product emerged in the market. Critical mass. Chapter 2:43 Conviction for your product.
- ***“and many wonders and signs were done through the apostles.”***
  - Find multiple venues and/or formats to demonstrate your value proposition in an ongoing context.

# TESTIFY

- ***“Now all who believed were together, and had all things in common, and sold their possessions and goods, and divided them among all, as anyone had need. So, continuing daily with one accord in the temple, and breaking bread from house to house, they ate their food with gladness and simplicity of heart,”***
  - Customers will live out and experience the value proposition. Chapter 2:44-46
- ***“praising God”***
  - Testimonies about the Product. Get their testimonies immediately. Chapter 2:47
- ***“and having favor with all the people.”***
  - And the market share increased daily
- ***“And the Lord added to the church daily those who were being saved.”***





## The FOLLOW UP

- **Keep demonstrating the value proposition:** Heals the lame man...  
“Silver and gold I do not have, but what I do have I give you: In the name of Jesus Christ of Nazareth, rise up and walk.”
- **Start with a provocative question:** “Why do you marvel at this... As though by our own power or godliness we made this man walk?”
- **Take the focus off of you:** “It’s not me... It’s the process or system or the method or the product. It’s what I expected.”
- **Reviews why they missed it:** This was literally a “come to Jesus” conversation!

# The FOLLOW UP

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- **Make it easy to move forward:** “I know you did it in ignorance”
- **It’s not your fault.:** We were all taught the wrong thing. And we believed what we were told, but it was wrong.
- **Set the record straight:** “But those things which God foretold by the mouth of all His prophets, that the Christ would suffer, He has thus fulfilled.”



# The FOLLOW UP

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- **Restate the promise with the CTA:** “Repent therefore and be converted that your sins may be blotted out...”
- **Personalize it:** “**You** are sons of the prophets, AND of the covenant which God made with our fathers... **To YOU first**, God, having raised up His Servant Jesus, **sent Him to bless YOU**, in turning away **every one of you** from your iniquities.”
- **Result:** 5,000 more MEN (not counting women) joined!

