

BIBLE BASICS

Completing the Bible Basics, Connecting, and Tyndale Bible Line segments of training will earn you a copy of the Wayfinding Bible (sc), the Sanctuary Bible (hc), or the NLT Large Print Compact Bible (hc).

“The History and Background of the Bible”
by Dr. Donald Brake

NOTES |



EFFECTIVE BIBLE-SELLING TRAINING—VIEWER'S GUIDE

CONNECTING

Selling Tips

- » Start with a smile and make eye contact.
- » Greet customers personally.
- » Stop what you are doing and make the customer job #1.
- » Listen—listen—listen!
- » Smile.

Think—care—offer options!

Who will use this Bible? Explain.

How will you use this Bible?

Bindings and features

What translation of the Bible will best serve their needs?

Sensitivity to the needs of all customers:
(English and Spanish)

Assist and direct customers who are unfamiliar with the selections.

Educated customers will know exactly what they want.

Offer accessories and add-ons.

EXERCISE

TAKE THE NEXT 5 MINUTES AND DO A ROLE PLAY WITH OTHER MEMBERS OF YOUR STORE TEAM. WORK ON THE SELLING TIPS THAT ARE MOST CHALLENGING FOR YOU TO MASTER!



EFFECTIVE BIBLE-SELLING TRAINING—VIEWER'S GUIDE

ADVANCED

Completing the Advanced section in addition to Bible Basics, Connecting, and Tyndale Bible Line segments of training will earn you a deluxe LeatherLike copy of the Wayfinding Bible, the Sanctuary Bible, or the NLT Large Print Compact Bible.

Bible Reference Review

- » Historical information
- » Language information
- » Cultural information
- » Geographical information
- » Literary information
- » Theological information

Bible studies

Bible atlases

Study Bibles

Specialty reference Bibles

*The New Greek-English Interlinear
New Testament*

New Testament Greek Manuscripts

Categories of Bible Reference Tools

- » Alphabetically structured (A to Z)
- » Canonically structured (Genesis to Revelation)
- » Bibles that have reference value

Alphabetically Arranged

- » Bible dictionaries
- » Bible concordances
- » Original language dictionaries or lexicons
- » Books on Bible origins

Canonically Arranged

- » Bible handbooks
- » Bible commentaries
- » Textual commentaries

EXERCISE

CAN YOU FIND
ONE EXAMPLE OF
EACH TYPE OF BIBLE
REFERENCE TOOL IN
YOUR STORE?



EFFECTIVE BIBLE-SELLING TRAINING—VIEWER'S GUIDE

HOW BIBLES ARE PRODUCED

Notes |

EXERCISE

CAN YOU IDENTIFY WHAT TRANSLATION PHILOSOPHY WAS USED FOR EACH OF THE BIBLE TRANSLATIONS IN YOUR STORE?

HISTORY OF BIBLE TRANSLATIONS

What is translation?

Source Texts

- » Old Testament
- » New Testament

Translation Philosophies

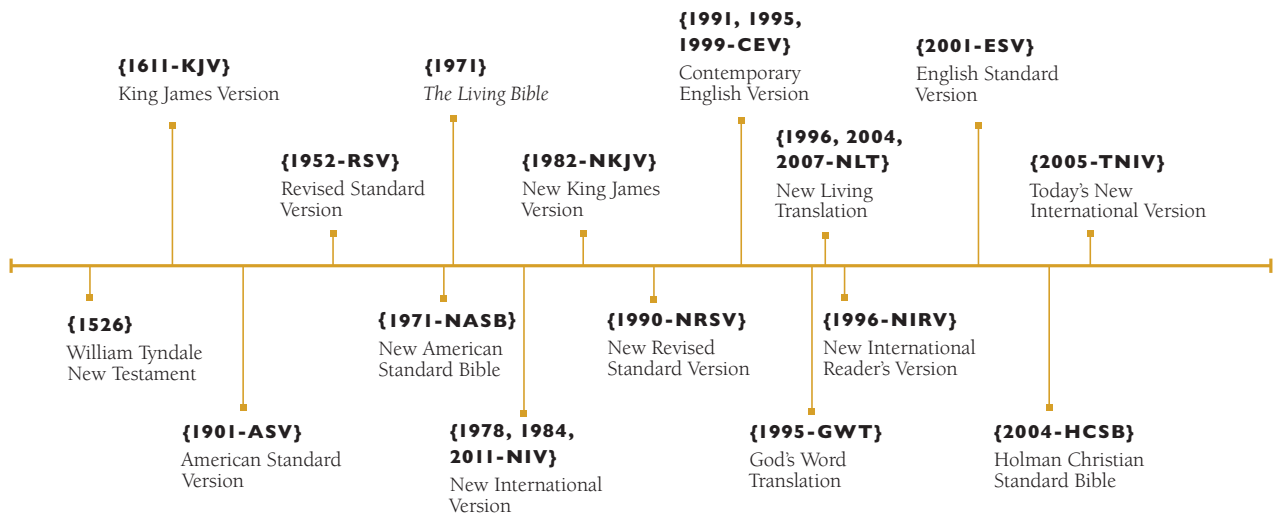
- » Formal equivalence (word-for-word)
- » Dynamic equivalence (thought-for-thought)
- » Blend (combination equivalence)
- » Paraphrase

Examples of Translation Philosophies

- » Sentence structure
- » Use of technical or theological language
- » Word-for-word vs. thought-for-thought
- » How idioms are translated
- » How metaphors are translated
- » Cultural terminology
- » Gender language
- » Interpretive opinion of translators

Wrap-Up!

The History of Translation Timeline



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DEFINITION OF BIBLE CATEGORIES

Children's Bibles

These Bibles are designed for children of various ages and will include colored pictures, drawings, interesting facts, memory verses, or devotions along with the Bible text. Children's Bibles can be created for use by the child alone or with a parent or in a group.

Devotional Bibles

Bibles that generally have a daily reading format, content usually written by a modern author to make application of what is read, or are written for a specific audience (for instance *Our Daily Bread Devotional Bible*, which is very familiar to the readers of the *Our Daily Bread* devotional booklet).

Parallel Bibles

These Bibles have the text of two or more translations set side by side. For example, the *NLT Parallel Study Bible* has two unique note sets appearing side by side on the same page.

Reference Bibles

A Bible that contains the Scriptures but also has cross-references for verses listed in a center column, along the side margins, or sometimes as a footnote.

Study Bibles

These Bibles allow you to learn more about biblical people, places, and times. They will include study notes that may give background context or application, maps, charts, book introductions, a concordance, and may include Greek and Hebrew word study tools.

Teen Bibles

These are Bibles that are geared toward the teen and tween age group and usually include study notes, profiles, interesting facts, colorful graphics, devotional content, as well as articles focusing on the issues of the day.

Text Bibles

A Bible that contains just the Scriptures and possibly a simple concordance or dictionary in the back would fall into this category.

ADDITIONAL DOWNLOADS IN THE ADVANCED SECTION

The Family of Bible Translations Brochure

Imprinting Guidelines

NOTE

WHEN VIEWING, THIS ICON (🎥) LETS YOU KNOW THAT A PRODUCT FEATURE VIDEO IS AVAILABLE.

