

THE CONSUMER FOLDER PRESENTATION

Remember, throughout the presentation, there are 3 questions the customer is asking themselves about the service:

- 1) IS IT SIMPLE? 2) DOES IT WORK? 3) WOULD I USE IT?

Key Success Principle: Be yourself! Have fun! Lighten up and your sales will brighten up. Remember, you can't say the right thing to the wrong person and you can't say the wrong thing to the right person. It's a numbers game, but you are doing a GOOD thing to fully educate them on how we can help "Shield their family!"

Questions are the KEY to your success!
Notice how many questions (in orange) are being asked throughout this presentation.

INTRODUCTION - ESTABLISH RAPPORT

Introduce Self

Mr. and Mrs. _____, thank you for having me in your home/office. I get to educate families on how to live worry-free. You may even know some of the families that have become members like the (member's names) and _____ . It's been a lot of fun so far.

Warm Up

It just takes a few minutes, so where is a good place to sit? The kitchen table would be great if that works for you.

Find out about them: **Married? Single? Children? Where do you work? Homeowner or renter?** Keep eye contact and LISTEN WELL; you may refer to some things they say later.

Dream Page (Optional)

By the way, I'd like to show you my personal goals I want to reach by helping protect families and businesses. *(Show Dream Page, explain goals.)* So, thank you for helping me reach my goals.

Live Worry Free

(Pull out the Consumer Folder) Today I am going to show you a service that is designed to help people worry less and live more! For 40 years and 20 million times, we have helped individuals, families, small businesses, and their employees *(point to top of Consumer Folder)* Worry Less and Live More by offering *(read)* Legal protection and identity theft protection for everyone, everywhere.

BUILD INTEREST

3 Benefits

(point to the middle of page one) Read and Say: There are three top reasons people WANT our services:

First, they want to protect their family,

Second, save money and time,

Third, enjoy peace of mind.

Are these the kind of things that are important to you too? How about for just pennies a day? Listen.

Video (Optional)

Now you may be thinking, this sounds too good to be true! Let's look at a short video that explains the level of service we provide. (Show 3-minute product overview video.) Impressive, wouldn't you say?

CREATE A BUYING ATMOSPHERE

Show You How it Works

My job is to educate you because we find that over 90% of the people we have presented to never knew there was such an affordable solution to life's everyday issues. I'll just go ahead and show you how it works, and we'll see what you think. If you like it great, if not that's okay too. Whatever you decide is totally fine with me. The only favor I'd like to ask for is that after my presentation, if you can see how our membership would help you, would you consider it for yourself or your family? Does that sound fair? Thanks!

Create the need

Mr. and Mrs. (last name), let me start with a few questions:

In a year's time, would you agree that we all make major decisions that affect our lives personally, professionally, and financially in areas such as these? (Point to the "Have you ever?" box, give them time to read them ALL) Do you relate to any of these everyday issues?

Would you agree that wrong decisions in any of these areas can COST you financially?

If you could tap an app and talk with an attorney (demonstrate with your app, tap it as if you are calling LS) who SPECIALIZES in your area of need, before making these kind of decisions, would you? Of course, that's what everybody says. With our service, you can talk to a top-rated attorney to get legal advice on an unlimited number of issues! Nice, huh?

Treated Unfairly?

And what about this, (underline, "Been treated unfairly" and "Been overbilled for services") and ask: (Name), have you ever been treated unfairly or overbilled for services? How did you feel about it? Repeat emotion and agree. What did you do about it? And if it's happened before, do you think it might happen again? Why didn't you call your attorney to help you with the issue? (Pause/Listen)

Exactly...that is what everyone says: "At an average of over \$200 an hour, attorneys cost too much!"

Well, these are the kind of everyday life issues our service was designed for... so as a member, if you're treated unfairly, don't get mad or frustrated, just tap your app and get the advice you need to feel empowered. Your attorney will even make a phone call or write a letter on your behalf, on an UNLIMITED number of issues, if that is what you need. *Are you beginning to see why our customers worry less?*

Signed Contract?

Now here's another question, (*Underline, "Signed a contract"*) and ask: *(Name), have you ever signed a document or contract?*

Of course, you have... Every time we buy or sell a house, rent an apartment, buy or lease a car, get a credit card, cell phone, join a club, we sign contracts, don't we?

Whenever someone asks a wealthy person to sign a contract, what do they say? (I need to let my attorney review it first.) Do you think the wealthy got wealthy because they had access to top legal minds? How would you like to have the same privilege the wealthy have?

So, the next time some says, "Sign here," would you feel more protected if you had your attorney review the contract first? As a member, an attorney will review an unlimited number of documents and contracts for you, tell you your rights, and make recommendations to protect and save you money. Does that sound valuable?

Have a Will?

Speaking of saving money, let me show you how we can save you HUGE money on the front end when you get the membership. (*Underline, "Thought about writing or revising a will for your family."*)

(Name), when was the last time you updated your will? (If they don't have one say...) You're not alone! At least 7 out of 10 people have an outdated will, or no will at all!

I know you care about your loved ones. Do you think the state cares about your loved ones as much as you do? Did you know that without a will, the state will have more "say so" than you in what happens to your assets that you've worked so hard for, and even what happens to your children? Your will is your voice.

And here is where we save you BIG money, right away. Instead of having to pay \$500-\$1500 to get a will, as a member, you get it FREE! *You like free, don't you? (Show the new member kit and the will questionnaire)* You are provided a comprehensive will, power of attorney, and a medical directive the minute your application is processed.

Trial Close

(Name), so if you could tap an app to gain access to a top-rated law firm that would provide you with...

1. Unlimited phone consultation, on an unlimited number of issues. You can call anytime for any reason to get advice.
2. Letters and phone calls on your behalf. If you're ever treated unfairly, unlimited in scope for the life of your membership.
3. Unlimited contract and document review for up to 15 pages each.
4. And a comprehensive will prepared with annual updates.

And for EVERYTHING I just described, instead of paying \$300 an hour every time you need help or advice, you could have access for less than \$1 a day, would that be a good investment for your family/self? Wait for their answer, then OPEN the CF to the Legal Protection page and say...

LEGAL PROTECTION PAGE

Preventative Law

What is even more amazing is that as a member this service will give you not only all these benefits, (*point to PREVENTIVE LAW section*) but you will get access to ALL these other services too! (*Point to rest of the legal page*) Let me quickly show you how the other services will help you!

Motor Vehicle

(*Point to the MOTOR VEHICLE section*) You will also receive motor vehicle representation. If you get a traffic ticket or need criminal representation, as long as there were no drugs or alcohol involved, you would have full coverage.

Optional: Let me show you how much just one traffic ticket will raise your insurance. (*Show the 20%, 30% and over 50% COST INCREASES to insurance rates with 1, 2, and 3 tickets!*)

(*NAME*), you have teenage drivers; how much do you think just this benefit alone could save you?

Trial Defense

(*Point to TRIAL DEFENSE*) This is where you get peace of mind. You would have trial defense services should anybody bring a civil suit against you. And (name), even if someone sues you for NO valid reason, you unfortunately still have to defend yourself—and that can cost big money. *In today's world, crazy lawsuits are happening every day, aren't they?*

Family Services

(*Point to FAMILY SERVICES*) We also provide family services. (Read the bullets.)

IRS Audit

(*Point to IRS AUDIT SERVICES*) You would also receive IRS audit representation. If the IRS audits you, a tax attorney will represent you. *Would you worry less knowing a tax attorney would protect your rights if you had an IRS audit? Of course! This is the kind of protection that lets you sleep at night, wouldn't you agree?*

25% Discount *(Point to MEMBER DISCOUNT)* Now, the service doesn't cover everything, so for major needs like divorce, bankruptcy, or foreclosure, you'll also have the special Preferred Member discount of at least 25% off your law firm's hourly rate. This even covers pre-existing conditions!

24/7 Access *(Point to EMERGENCY ACCESS)* To top it all off, you will have a special number to call 24 hours, 7 days a week, in case you happen to be detained or arrested. *(Show the emergency number on your app.)* Not even the rich have that kind of access. **Nice benefit, isn't it?**

Check interest *(Name), which benefit would you use the most: calling for advice so you're not Mistreated, or maybe getting your will updated OR done for FREE (state benefits that would most fit customer)? (Listen and agree!)*

ID THEFT PROTECTION PAGE

ID Theft Now, our identity theft protection, which works side by side with our legal protection, will help you and your family protect your good names and keep your identity secure. It is the most comprehensive ID theft coverage in the world. **Did you know that someone's identity is stolen every 3 seconds?** Identity theft is the fastest growing white-collar crime. **Did you know that without our membership, the average person spends over 600 hours and between \$1,500 - \$15,000 to restore their identity on their own? If your identity was stolen, would you know what to do?** This IDT service will give you peace of mind. Let me show you the two BIG reasons why we are the global leader in identity theft coverage.

6 Areas of IDT *(Point to the 6 areas of ID Theft section)* The first reason is that we stand alone as the ONLY company that covers you from ALL 6 types of IDT. You can see here what the thieves are doing with your information *(Read a few of the bullets).* **Scary, huh?**

Who would you call if these things happened to you? Your Visa card, homeowner's policy, or LifeLock? NO! They don't have a network of 6000 attorneys ready to protect you! **Is protecting your good name important to you?** Of course, that's what everyone says!

\$5 Million Guarantee *(Point to the guarantee section)* The second reason we are the #1 identity theft protection is that we have the only \$5 million guarantee, and our investigators will do whatever it takes, for as long as it takes, so you don't have to! And note, we are not a reimbursement program like LifeLock, we actually do the work, so you don't have to! **Who has time to fight ID thieves, right?**

Monitoring *(Point to the bottom Consultation and Monitoring section)* We provide our members with:

- Consultation
- Privacy Monitoring
- Security Monitoring
- Full Service Restoration

You can have ALL this security and protection for less than \$1 a day!

Validate IDT/Legal Our ID theft and legal services together will provide you and your family with the most comprehensive protection and peace of mind available today. Even the Institute of Fraud Risk Management states that “A TRUE restoration service will offer consumers... access to legal counsel...” *Makes sense, doesn't it?*

IN CONCLUSION

SUMMARY So (Name), this is how all the services work together to give you the BEST protection possible if your identity was ever compromised. You would have access to over 2,200 licensed fraud investigators working behind the scenes to restore your identity and prove that you are who you say you are *(point to IDT page)*, while top-rated attorneys would be working with you on all the other issues like creditors, IRS bills, or even jail time *(point to Legal page)*. *Can you see how this would save you time and money, and give peace of mind?*

(Sweep hand over both IDT page and Legal page) *Think about it, how much does all this weigh on your sense of freedom and peace of mind?*

Validate/Motivate What's really cool is there are no contracts to sign; you can cancel at any time. It's like the Joneses said: they can spend \$50 going out to dinner after ball practice, and if it's something that saves the family time, money, and gives them peace of mind, they're all for it!

MEMBER TESTIMONIALS PAGE

Underline or Highlight testimonials that apply to them and explain the Member Perks and Mobile app.

Names After reading some testimonials, say... *Is the idea of getting empowered and protected starting to make sense to you?* You probably know some of the families who are already members. *(Read names from your "I'm Shielding the Nation" journal, where you keep the names of your new members. People like to buy what others are buying!)*

CLOSING

Way I do business	(Name), here is what everybody likes about the way I do business. I'm signing up members today and we can do it online, so your family gets protected right away. Getting the membership would make life easier, wouldn't it?
Local Agent	Another thing people like about the way we do business is that you'll have access to me for local support! I use the service all the time and can help you fully benefit from it. <i>(Show contact label on back of CF.)</i> If you have any questions on how to maximize the benefits, simply call the number here. Are you with me?
Emails	We will also be sending you emails for the next two months, reminding you of all the benefits, so you don't forget to use them—every day, if you need to. Sound good? <i>(Hand them the Prospect app and let them put in their info and begin a campaign that teaches the value of the membership they purchased).</i>
Close	(Name), if you get started today, you will also get our FREE will kit. If I am reading you right, I'd say you're ready to start saving money and get protected, yes? (Wait for commitment. If they're not ready, RELAX and smile, then say) Thank you for letting me share our service with you. When you are ready, please call me at any time! <i>(Show contact label on back of CF.)</i> Most will call within 2 weeks after a presentation because "life happens" and they realize how much they need the service! Then go to REFERRALS and celebrate that you educated a family and if you served them well, they WILL WANT TO HELP YOU, even if they are not ready for the service right now. TRUST ME, THIS WILL PAY OFF! If not, next! Don't take it personal.
Application	"Why don't we do the application together right now?"
What's next	Give them the <i>101 Reasons</i> paper, the <i>Member Perks</i> flyer, and the will kit.
Referrals	Ask for referrals after every presentation using the R3 system. This will multiply your opportunities. Say, "The way we do business is through referrals. I would appreciate your support. There are three kinds of referrals we ask for to help us "Shield the Nation!" <ol style="list-style-type: none">1. Who do you know that could benefit from our service? (= more personal and small business sales)2. What companies do you know that care about their employees? (= more group accounts and employee benefit sales)3. Who do you know that would like to help people and make more money? (= more growth opportunities to expand market share)

OVERCOMING OBJECTIONS

Hear Them out

It is so very critical that you do not simply jump in and try and answer an objection too quickly. It can seem abrupt and appear to be argumentative. Take a pause, allow them to vent, and make sure you fully understand what they are saying. It will also subtly communicate to the client that you really care.

Feed It Back

Give the objection back to the client. Ask them for more clarification. You need to act puzzled and slightly confused as if you don't hear this often. The key in this step is to not sound like a smart aleck, but rather to show a sincere concern for their wellbeing. In many occasions, while a client is trying to explain their objection to you, they talk themselves out of it and do your job for you!