

SHARING THE SERVICE- Consumer

PHONE TIPS: Always start a phone time with a SPECIFIC goal for the number of appointments you want to achieve YOUR income goals.

Must Dos:

- Smile when you dial- people can tell the difference, KEY: look in a mirror when you call
- Always offer a choice of two times
- Know when you want to set the appointments before you start calling
- Be enthusiastic, it is HOW you say something
- Read back the directions to the customer
- Consistent phone effort = consistently bigger paychecks
- **Follow the Approach Word for Word: The Phone is Your ATM**

Must Not Dos:

- Don't set up appointments more than 3 days in advance.
- Don't be afraid to ask for an immediate appointment.
- Don't sell over the phone. The objective is to get an appointment.

The H.E.L.P. Approach

Every time you approach someone about LegalShield, whether for the Membership and/or Opportunity, use the **H.E.L.P.** Approach. This simple script below has help produce \$100,000+ Annual Ring Earners on the team. Print it out and have in front of you while you make your calls.

OBJECTIVE: To PROTECT A FAMILY with the LS Service while creating AWARENESS you're with LS.

ASK: Do you have a quick minute?

- **H**elp – I could use your **HELP!**
- **E**xpand – I'm looking to **EXPAND** my new business and I'm very excited!
- **L**ove **L**earning – This may or may not be for you but you will **LOVE LEARNING** about it. It will only take about 15 minutes, and I promise the presentation will be a great value to you.
- **P**erhaps - **And Perhaps** you may know some *people* would want it.

Could you help me out? (Let them answer)

1. Great, just require about 15-minutes, how's your schedule this ____ or ____ (Ask them for 2 dates & times)
2. Sit-down with your prospect and share the ShieldNation Consumer Folder with the 4-Question Script/Benefits
 - a. If they are long-distance, email them the appropriate Prospect campaign and ask them to open the email to make sure the video works.
3. Ask them how soon within the next couple of hours can you review this information? (It will only take about 15-minutes)
4. Confirm a follow-up time and call back with your sponsor on the phone (To help answer questions, if their available)
5. **Finally, thank them again for HELPING YOU OUT!**

TRAP: Curiosity is a HUGE motivator! DO NOT GO INTO ANYTHING ABOUT LEGALSHIELD.
KEY: IF YOU CAN'T TELL THEM EVERYTHING, DON'T TELL THEM ANYTHING! LET THE TOOLS DO THE TALKING!! (If you must spill some of the beans, mention that it has something to do with protecting and empowering people against ID Theft)

NOTES: Everything in LegalShield needs to be done with a SENSE OF URGENCY. Make these calls to your list of contacts within the FIRST few-hours of signing up and no later than 24 hours. Our goal is to get you Paid & Promoted Now!

RIGHT AFTER THE CALL (FOR LONG-DISTANCE PROSPECTS) Immediately email your prospect thanking them for helping you out on your business project and asking them to review the information.

Sample email below. Be sure to change everything that is underlined.
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Hi Carl,

It was great talking to you on the phone today.

As I quickly mentioned, I am working on a business project and very excited. I appreciate you taking a few minutes to review, it may or may not be for you, perhaps you may know the types of people who might be interested.

Have a pen and paper handy to write down:

- any questions you may have
- any people or companies you know who would benefit from the service and the savings
- and any marketing ideas to help me make a BIG difference

Visit: Insert link to Prospect by LS landing page (membership or opportunity) so the emails keep coming to them! This is leveraged marketing. This is how you work smarter rather than harder.

I look forward to briefly following up with you on DAY & EXACT TIME (include time zone).

Feel free to contact me before our scheduled call too.

Thank you again for your help!

Sincerely,

Diamond Jim

(818) XXX-XXXX

INCLUDE YOUR PERSONAL LS WEBSITE HERE