

# ABC'S OF WRITING MEMBERSHIPS

THE **ABC's of WRITING MEMBERSHIPS** is what you need to learn if you want to achieve a high level of success in this business. Every **LegalShield<sup>SM</sup> Independent Associate** in the field should build his or her business around these simple key points when dealing with a new prospect.

## **A. Always Read Your Membership Contract**

- Understand what the **Membership** covers. You don't need to know everything, but you need to know enough.

## **B. Build Rapport With Your New Prospects**

- Get to know your prospect. Start simple conversation about their "**F.O.R.M.**" - **Family, Occupation, Recreation and Motivation**.

## **C. Company**

- Explain that our company is legitimate and has been in business for over **40 years**, and serves over **1.6 million customers**.

## **D. Describe The Membership Card**

- Show the phone numbers on your **Membership Card**. Explain how it works when calling into their Local Provider Law Firm.

## **E. Examples And Stories**

- Explain how the **Membership** has been a benefit to you. Remember - "**FACTS TELL and STORIES SELL**" - Use Testimonials.

## **F. Final Question...Get Them To Say "YES"**

- Ask a final closing question - "This is great plan for you and your family, isn't it?" - or - "For a \$1.00 a day this is a great plan, isn't it?"

## **G. Get Them To Use Their Membership**

- Have your prospect call their Local Provider Law Firm within the first 7 days. This increases your retention and your residual income.

## **H. Have Fun**

- This is a fun company and business to be a part of...so don't be so serious. Enjoy being a **LegalShield<sup>SM</sup> Independent Associate**.

## **I. I Will Listen To Their Stories**

- Listen to your prospect's story and situation. It may not be important to you, but it is important to your prospect.

## **J. Just Make The Phone Calls.**

- Follow up after all exposures. Invite prospects to different events. Tell little to many people...Instead of telling lots to a few.

## **K. K.I.S.S.**

- Keep It Simple Sweetheart. Don't complicate things and just invite. Tell little to many people...Instead of telling lots to a few.

## **L. Living Will Form.**

- Have your new customer fill out their Will Questionnaire within the first 30 days. This increases your retention and your residuals.

## **M. M.A.S...Membership Advantage Services.**

- Let over 700 employees at our **LegalShield<sup>SM</sup> Head Office** work for you, by helping you with your customers retention.

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## **N. No Only Means...Not Now**

- Your prospect will remember you when they realize they need our **Legal Savings Plan**, and or our **Identity Theft Protection Plan**.

## **O. One Band...One Sound**

- If one of us sounds bad, then we all sound bad...If one of us sounds good, then we all sound good. Keep a solid foundation.

## **P. Professionalism**

- Always dress for success. Represent our company and represent your business in a professional manner.

## **Q. Quit Talking**

- Use Third Party Tools and listen more. Tell very little to many people...Instead of telling lots to a few people.

## **R. Referrals**

- Ask "Who else". Ask your prospect for referrals and contacts of friends that may be interested.

## **S. Show The Temporary Membership Kit**

- Be sure to look through the **LegalShield<sup>SM</sup>** brochure with your prospect.

## **T. Three Main Reasons To Use The Membership**

- Ask your new prospect or customer their **3 main reasons** why or how they are going to use their new **Membership** right away.

## **U. Use Your Own Membership**

- Using your **Membership** creates more testimonials. This will increase your **Membership** enrollment and increase your income.

## **V. Visit Your Provider Law Firm Openhouse**

- Get your new customer to visit their Local Provider Law Firm at a future Open-House. Take the tour...This builds belief.

## **W. Who Do You Know**

- Ask your prospect about others that could benefit from having our **Legal Savings Plan**, and or a **Identity Theft Protection Plan**.

## **X. X-Plain Identity Theft Shield Authorization**

- Explain to your prospect how the **Identity Theft Protection Plan** authorization process works.

## **Y. You Have What They Need**

- Let your prospect know that they will benefit from both our Services and our Business Opportunity.

## **Z. Zealous Belief**

- You have to believe in our Services, our Business Opportunity, our Company, our Law Firms, and our Industry.