

Group Marketing Support

How To Participate In Group Marketing... Without Having To Be A Salesperson

Group Marketing is a Division of LegalShield that trains, supports, and allows those qualified to offer our services in the form of benefits for employees. A two day school is a required in order to participate in this division.

Who might want to participate in Group Marketing? Associates with a professional background, who have experience in the insurance field, who like sales, who are comfortable speaking with business owners, HR personal managers, and in front of small and large groups. This is more of a “daytime” endeavor, making it not a viable option for part-time associates who have a 9-5 typical job.

Just imagine, after setting appointments with business owners and decision makers, setting up an enrollment date, and going in, presenting to 50 or so employees (as an example), and writing up 70-80% or so of them. Commissions could be anywhere from \$5,000 upwards, depending on the particular plans sold and your effectiveness. Nice deposit!

Advantages of this division of the company include: being able to sell many memberships at once, being able to build up a personal “book of business” that pays great up front and also builds that residual/retirement income at the same time.

Disadvantages of this division include: Continuing to be the “asset” yourself – being the sole provider of your income, not enjoying the leveraged override income that comes from building a team.

Can you do both? Yes, some associates have achieved this by concentrating during the day on their Group business and concentrating mainly during the evenings and weekends on their network marketing – team building side. It takes discipline. The rewards are incredible.

Recommendation to every associate: Even if you do not plan on ever participating in Group Marketing, I’m sure you will want to have very productive Group marketing associates on your team, right? Of course! How will you feel when you look at your statistics/legacy in the morning and you see a huge deposit – in the thousands, because one of your associates turned in a large Group enrollment? We’ve experienced that many times! It’s truly awesome! SOOOO, in order to attract these professionals into your team, it’s important that you are knowledgeable about it, that you can easily recruit an insurance agent, a professional, etc. who would like that side of the business. This is why, after you have your business started and you have advanced a level or two, that you make a point to attend the Group School Class. You will learn tons about your company and services in this class on top of getting familiar with how to recruit professional Group marketers into your organization.

Can you personally participate in Group marketing WITHOUT having to do Group marketing?

Many people join LegalShield who have never been in sales or had experience in public speaking. Usually these associates exclude themselves from the LegalShield Group marketing opportunity unless they want to learn how to become salespeople and practice speaking in front of Groups.

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However, there is another way to reap the rewards of Group marketing without having to become something you are not. You can “participate” in Group marketing without having to make the sale or enroll the Group. By participating in Group marketing you can still make thousands of dollars in about 30 minutes with the help of your support team.

Here's how it works:

Let's say you know someone who owns a company, or makes decisions for a company, that has 10 or more employees. You call them and secure an appointment for yourself and a Group marketing expert to meet with them for 15 minutes. The expert shows your prospect how the LegalShield membership can be administered as a voluntary Group benefit and how the company will save money by reducing absenteeism, garnishments, etc. Of course the employees get a great deal and even get a discount on the membership. Then your expert enrolls the employees (usually a 60-80% sign up rate) and the two of you split the memberships. You've just participated in Group marketing without having to become an expert salesperson and public speaker.

So where do you find this expert to help you? Ask your upline support team or call LegalShield Marketing Services (580-436-7424) and get the contact information for your upline Executive Director who will be happy to help you.

Group Resources

[101 Everyday Reasons for LS](#)

[Enrollment Intro Letter](#)

[Membership Videos](#)

[NEW Employee Benefits Presentation](#)