

L.E.A.P. LegalShield's Easy Approach Process

Order your business cards www.jfaonline.com

Hand out a minimum of 10 cards per week. 2 cards a day.

1. You: *"If I can ever be of assistance, please give me a call?"* (Hand them your card)
"Our company offers a great service; if I could ever help you give me a call?"
2. *Their Response:* Thanks! or Are you an attorney? What do you do?
3. "Well, Let me ask you something: If you could call an attorney and ask them any question without receiving a bill, **WOULD YOU?"**
4. *Their Response:* Yes or perhaps etc...
5. "In a nutshell that is what our company does; there is a website on my business card that will explain all the details. (Point it out, circle web link)
6. "I would like to give you a call in a few days to follow up and see if you are interested or not, either way just let me know." Set a follow up and collect the name and number.
7. *******Ask for help!******* Ask your sponsor or someone "experienced" in 3way calling to help. If you are new agree on time and place for sit-downs if your prospects want to meet. Stick to the system. If you have not been trained on 3way calling ask for help.
8. The close: confirm they have watched the the video. Your follow-up calls will yield 1 of 3 results. A) not interested, thank them for their time and get off the phone B) interested in the membership, ask them if they would prefer to do business over the phone or meet for coffee C) Interested in the membership and opportunity, invite them to a live event (luncheon, business briefing, super Saturday, etc.)

NOTES:

- Smile, look them in the eye, be sincere about your desire to help!
- Make an effort to qualify their interest before you meet with them.
- You are giving them permission to watch video and it's okay to say no!

Ask for referrals (important questions to ask)

1. Who do you know that has young children?
2. Who do you know that has teenage drivers?
3. Where do you work? Where does your spouse work?
4. Who is your insurance agent?
5. Who do you know that is divorced?
6. Who do you know that is self-employed or owns a business?