

FOLLOW UP STEPS

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3-Way Calling

FORTUNE IS DEFINITELY IN THE FOLLOW UP! Thankfully, our follow up system works for EVERY type of exposure to LegalShield, marketing tools, events, websites, etc. So learn it once and off you go to climb the ladder of success!

Remember we sort, we don't sell! This makes it VERY easy to follow up on a lot of people quickly. So here is the follow up system.

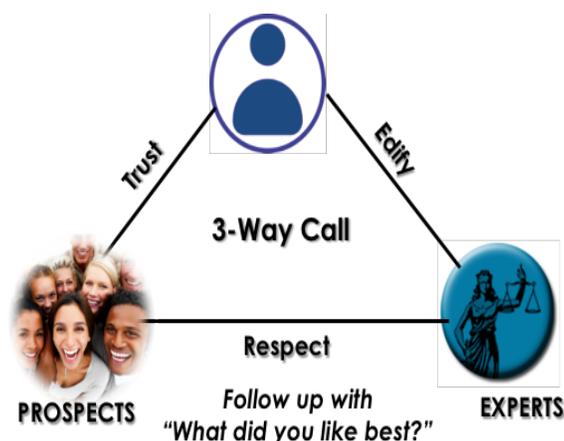
1. After you get information to a contact, you will call them or see them to follow up. Ask them if they reviewed the information, or attended the seminar, etc.
 - 2a. If they say no, respond with *"I'm really glad you haven't review it yet. Do you have just a few minutes right now? - Great, I have a short 3-minute recording I'd really rather you listen to now. We'll listen to it together, and then we'll talk right afterwards. Sound good?"*
 - 2b. After the recording, ask *"Did you hear that ok? Great - What did you like the best about that?"*
 - 3a. If they say yes, they did, then your next question should be: *"What did you like the best about that?"*
 4. Listen to their answer. They are telling you their 'hot button'! Typical responses are *"I could have used that service before,"* or *"I like the money part."*
 5. Next you say, *"Great! I couldn't agree with you more! My next step is to introduce you to my business partner. Now they only have a minute or two. They really know all the facts, and they sure know how to make money with this business, and you'll like them - they are so down to earth and they love helping people."*
- Or if they responded to your *"What did you like the most"* question with a question, like *"Can you really make much money with this?"* - then you'll say, *"That's a great question. My next step...."*
6. Then 3-way in one of your support team. Introduce them to each other, and it's nice to edify each one (saying something nice about each of them).

7. Now stay QUIET. Do not interrupt. Your support team will speak briefly with your contact, validate things they reviewed, answer questions, and lead them to their next step. No pressure will be used. **We're in the education and sorting business, not convincing.**

8. After your business partner / support team gets off the line, you get off too. If you stay on, you'll likely get caught answering questions. So you are too busy to stay on the line. You do have more follow up calls to make, right! :-)

Tips on 3-way calling:

1. Make sure you know how to physically do a 3-way call on your phone.
2. Always pre-arrange with your business partners to be available for your 3-way calls. Once you learn how to do these, you'll find that many associates are happy to be the "expert" for you to receive your 3-way calls.
3. Practice this with an associate who can coach you on this.



FORTUNE REALLY IS IN THE FOLLOW UP!

There are TOO many stories of top earners in the company who were introduced to LegalShield by someone who never followed up - only to be recruited by someone later who DID!