

MAKING THE PRESENTATION

1. Go to the door most often used
2. Knock 3 times
3. Step back two steps
4. Profile (stand sideways)
5. Smile
6. Talk slowly
7. Relax, lower voice
8. Pause in your approach only when indicated

Remember, throughout the presentation, there are 3 questions the customer is asking themselves about the service:

- 1) IS IT **SIMPLE**? 2) DOES IT **WORK**? 3) WOULD I **USE IT**?

Key Success Principle: Be yourself! Have fun! Lighten up and your sales will brighten up. Remember, you can't say the right thing to the wrong person and you can't say the wrong thing to the right person.

INTRODUCTION

ESTABLISH RAPPORT

Introduce Self Mr. and Mrs. _____, thank you for having me in your home.

I get to educate families on how to live worry-free. You may even know some of the families that have become members like the (insert member's names) and _____. *It's been a lot of fun so far.*

Warm Up It just takes a few minutes, so where is a good place to sit? The kitchen table would be great if that works for you. Find out about them:

Married? Single? Children? Where do you work? Homeowner or Renter?) Keep eye contact. LISTEN WELL, you may refer back to some things they say later.

Dream Page *OPTIONAL:* By the way, I'd like to show you my personal goals I want to reach by helping protect families and businesses. Show Dream Page, explain goals. So, thank you for helping me reach my goals.

Live Worry Free *(Pull out the Consumer Folder)* Today I am going to show you about a service that is designed to help people worry less and live more! For 40 years and 20 million times, we have helped individuals, families, small businesses and their employees (point to top of CF) Worry Less and Live More by offering (read) Legal protection for everyone, everywhere...

BUILD INTEREST

3 Benefits

(point to the middle of page one) Read and Say: There are three top reasons people WANT access to top-rated legal advice, on any matter: First, they want to **protect** their family, Second, **save** money and time, Third, **enjoy** peace of mind. Are these the kind of things that are important to you too? How about for just pennies a day? (Listen)

VIDEO:

Now you may be thinking, this sounds too good to be true! Let's look at a short video that explain the level of service we provide... Show PROVIDER LAW FIRM VIDEO. Impressive, wouldn't you say?

BUYING ATMOSPHERE

Show You How it Works

Great! My job is to educate you because we find that over 90% of the people we've presented to, never knew there was such an affordable solution to life's everyday issues. I'll just go ahead and show you how it works and we'll see what you think. If you like it great, if not that's OK too. Whatever you decide is totally fine with me. The only favor I'd like to ask is that after my presentation, if you can see how our membership would help you, would you consider it for yourself or your family? Does that sound fair? Thanks!

THE 4 QUESTIONS

Create the need

Mr. and Mrs.(Last name), let me start with a few questions:

Q #1: In a year's time, would you agree we make major decisions that affect our lives personally, professionally and financially in areas such as these? (point to the "Have you ever?" box, give them time to read them ALL) Do you relate to any of these everyday issues?

Would you agree that wrong decisions in any of these areas can COST you financially?

If you could talk with an attorney who SPECIALIZES in your area of need, before making these kind of decisions, could their advice help you? Of course, that is what everybody says...

As a member, (underline, needed legal advice for anything) you can talk to a top-rated attorney if you needed legal advice for anything. All you need to do is call and they will provide the advice you need, and that's for an unlimited # of issues too! Nice, huh?

Treated Unfairly?

And what about this, (underline, "Been treated unfairly" and "Been overbilled for services") and ask:

Q #2: (NAME), have you ever been treated unfairly or overbilled for services?

How did you feel about it? Repeat emotion and agree.

What did you do about it?

And if it's happened before, do you think it might happen again?

Why didn't you call your attorney to help you with the issue?

(Pause/Listen) Exactly...that is what everyone says, "At, an average of over \$200/hr, attorneys cost too much!"

Well, these are the kind of everyday life issues our service was designed for...so as a member, if you're treated unfairly, don't get mad or frustrated, simply pick up the phone and get the advice you need to feel empowered. They will even make a phone call or write a letter on your behalf, on an UNLIMITED number of issues, if that is what you need. Are you beginning to see why our customers worry less?

Signed Contract? Now here's another question, (*Underline, "Signed a contract"*) and ask:

Q #3: (Name) Have you ever signed a document or contract?

Of course you have...Every time we buy or sell a house, rent an apartment, buy or lease a car, get a credit card, cell phone, join a club, we sign contracts, don't we?

Whenever someone asks a wealthy person to sign a contract, what do they do? (Let my attorney review it first)

Do you think the wealthy got wealthy because they had access to top legal minds? How would you like to have the same privilege the wealthy have?

So, the next time some says, "Sign here," Would you feel more protected if you had your attorney review the contract first? As a member, an attorney will review an unlimited number of documents and contracts for you, tell you your rights, and make recommendations to protect and save you money. Does that sound valuable?

Have a will? Speaking of saving money, let me show you how we can save you HUGE money on the front-end when you get the membership (*Underline, "Thought about writing or revising a will for your family"*)

Q #4: (NAME) When was the last time you updated your will?

If they don't have one say...You're not the only one- at least 7 out of 10 people don't have an updated will or a will at all!

You really care about your loved ones don't you? Do you think the state cares about your loved ones as much as you do?

Did you know that without a will, the State will have more "say so" than you in what happens to your assets that you've worked so hard for, and even what happens to your children? Your Will is your voice.

And here is where we save you BIG money, right away, instead of having to pay \$500-\$1500 to get a will, as a member, you get it FREE! You like free, don't you? (Show them the new member kit and the will questionnaire) You are provided a comprehensive will, power of attorney, and a medical directive the minute your application is processed.

Trial Close

(NAME), so if at any time or anywhere you had an issue on any matter, you would have access to over 2500 attorneys nationwide to give you the advice you need. *(Nod head)* Can you begin to see why so many families want a membership?

To summarize what we just discussed, OPEN FOLDER, as a member this service will give you...*(point to PREVENTIVE LAW)*

Preventative Law

1. **Unlimited phone consultation**, on an unlimited number of issues, for the life of your membership. You can call anytime for any reason to get advice.
2. **Phone calls and letters written on your behalf** if you're ever treated unfairly, unlimited in scope for the life of your membership.
3. **Unlimited Contract and document review for up to 10 pages each.**
4. And a **comprehensive will prepared with annual updates!**

Is there any reason, Mr/Mrs prospect, for \$1.19 day, you wouldn't want to get your family protected starting today?

ADDITIONAL LEGAL CARE

What is even more amazing is that so far we have ONLY discussed *(point to preventative law)* this one benefit, with our membership you get ALL of these others services too *(point to rest of the two pages)!* Let me quickly show you how the others services will help you!

Motor Vehicle

Point to the cop giving a ticket pic and say: You will also receive motor vehicle representation. In the event that you have any traffic tickets or need criminal representation, we have full coverage, **without the attorney fees**, as long as drugs or alcohol aren't involved. Let me show you how much just one traffic ticket will raise your insurance. *(Show the 20%,30% and over 50% COST INCREASES to insurance rates with 1, 2, and 3 tickets!)*

(NAME), you have ____ teenage drivers, how much do you think just this benefit alone could save you? Now, there is a 15-day wait on this area so you would have to play it cool for the next 2-weeks...laugh.

Trial Defense

Point to court room pic and say: This is where you get peace of mind. You would have trial defense services should anybody bring a civil suit or a job-related criminal charge against you. And (name), even if someone sues you for NO valid reason, you still have to defend yourself and that costs big money. In today's world, crazy lawsuits are happening every day, aren't they? (*Show the Trial Defense Services chart why everyone gets the Expanded plan for the additional coverage for only \$10/mo*)

IRS Audit

You would also receive IRS Audit representation. If the IRS audits you, a tax attorney will represent you. Would you worry less knowing a tax attorney would protect your rights if you had an IRS audit? Of course! This is the kind of protection that lets you sleep at night, wouldn't you agree?

25% Discount

Now, the service doesn't cover everything, so for major needs like divorce, bankruptcy, or foreclosure, you'll also have the special Preferred Member discount of at least 25% off your law firm's hourly rate, this even covers pre-existing conditions!

24/7 Access

Then to top it all off, you will have a special number to call 24 hours, (Show your card) 7 days/week in case you are detained. It's called the Legal Shield. Not even the rich have that kind of access. Nice benefit, isn't it?

Check interest

(NAME), look pretty cool? What benefits would you use the most, calling for advice so you're not mistreated or maybe getting your will update OR done for FREE (state benefits that would most fit customer)?

IDENTITY THEFT SHIELD

ID Theft

Now, the second part of the membership helps you and your husband protect your good name and keep your identity secure with the most comprehensive ID theft coverage in the world. Did you know that someone's identity is stolen every 3 seconds? Identity theft is the fastest growing white collar crime. Did you know, that without our membership, the average person spends over 600 hours and between \$1,500 - \$15,000 to restore their identity on their own? If your identity was stolen, would you know what to do?

Let me show you the two BIG reasons, we are the Global Leader in IDT coverage.

1st reason

The first reason is, we stand alone as the ONLY company that covers you

from ALL 5 types of IDT. (*point to all 5 coverage's at top of IDT page then point to the bottom detailed section with the bullets and say*), you can see here what the thieves are doing with you information. Scary, huh?

Let me give you some perspective on how this would affect you personally. REPEAT WITH EACH BELOW:
(Name), you may think you are in your (kitchen, living room, etc) with me right now, but...

1. You are really working construction in New Mexico. You don't know there is another YOU until the IRS sends you the bill for unpaid taxes
2. You are really getting a cell phone in Texas. You won't know about this until you go for a loan and your credit has been ruined.
3. You are really having a baby right now in Miami. You don't know this is happening until the bill collectors start calling! True story. A woman with 4 kids got all the bills for a baby she never had in a state she'd never been.
4. You are really selling drugs in New York. You don't know about this until the next time you are pulled over for a routine traffic ticket, they look up your name, and there is a warrant for your arrest in NY. So you are booked and taken to jail for drug trafficking.

These are true stories that are happening every day. Who would you call when these things happen? Your visa card, homeowners policy or life-lock. They don't have a network of 2500 attorneys ready to protect you! Is protecting your good name important to you? Of course, that's what everyone says!

2nd reason

The 2nd Reason we are the #1 Identity theft protection is:
While all IDT services give you 1-3, we stand alone as the only company that provides (*read #4*) IDT consultation and complete restoration should you become a victim from ANY of the 5 areas.
(*Then close with statement in red and say*)
"Our IDT and LEGAL services **together** provide you and your spouse with the most comprehensive service available today, covering ALL 5 areas of IDT." (Hand them the Premium IDT sheet)

Validate IDT

Even the Institute of Fraud Risk Management *states that* "A **true restoration service will generally offer consumers ...access to legal counsel...**" Makes sense, doesn't it?

SUMMARY

So, (NAME), this is how all of the services work together to give you the BEST protection possible if your identity was compromised. You would have access to over 2,200 Licensed Fraud investigators working behind the scenes to restore your identity and prove you are who you say you are (*point to IDT page*), while top rated attorney's would be working with you on all the other issues like creditors, IRS bills, even

jail time (point to Legal page). Can you see how this would save you time, money and give peace of mind?

(Sweep hand over both IDT page and Legal page) Think about it, how much does all of this weigh on your sense of freedom and peace of mind?

Validate

What's really cool is there are no contracts so you can cancel at any time, but like the Jones' said, they spend \$35 going out dinner after ball practice, and if it's something that saves the family time, money and gives them peace of mind – they're all for it!

Turn to back page of CF...Highlight testimonials that apply to them

Names

After reading testimonials, say...Is the membership starting to make sense to you? You probably know some of the families who are already members. *(At this point, you can read names from your "I'm making a difference" page in 3 ring binder)*

THE CLOSING STEPS

Way I do business

“(Name), here is what everybody likes about the way I do business. I'm signing up members today and I'll be overnighting the orders this (state day of wk your office overnights). *(pull out an application while you are saying this)*. That way your family gets protected right away. Getting the membership would make life easier, wouldn't it?”

Local Agent

“Another thing people like about the way we do business is that you'll have access to a PSI Agent locally, *(show label on back of CF and introduce the PSI agent you are working with)*. That way if you have any questions on how to maximize the benefits, simply call the number here. Are you with me?”

Emails

“We will also be sending you emails for the next two months, reminding you of all the benefits, so you don't forget to use them all, everyday if you need to. Sound good? And what is the best email address to reach you? How about your spouse?” (get BOTH for the Marketing and Retention system) put on the QPR.

Close

(Name), if you get started today, you also get our FREE Will Kit. If I am reading you right, I'd say you're ready to start saving money and get protected, yes? (wait for commitment), if no, go to overcoming objections or drop down.

Application

“Great, the only other things I need in order to begin your protection are your mailing address, birthday, phone #, and bank information. What is your best phone number? I will also need a voided check to send with your application. Oh, and can you fill out your social security # right here?” Turn app and give to member.

- Signature** “Cool, let me just read that back to you (read back soc#, address, birthday, spouses name, phone #'s and email). Let me just get your ‘okay’ right here.”
- What's next** Give them the "Maximizing Your Membership" and give them the will kit and New member CD
- Referrals** Ask for the referrals exactly as we teach, THEN pull out your referral form