

Prospecting

Action Steps to Get Started

BUSINESS TO BUSINESS

- A. Find a business park in your area and go business to business. Bring your business cards and brochures. Find out who handles legal affairs for the company, ask to see them or get their business card.
- B. MapQuest a particular type of business in your zip code. Call them up, find out who handles legal affairs for the company, ask to speak to that person and set an appointment.
- C. Reference USA, a more refined source of finding small businesses. Go to your local library and inquire if they offer access to Reference USA. If not, try another neighboring city. Go to the Reference USA website and login using your library code. Your librarian can give you details on how to do this.

NETWORKING EVENTS

- A. Join the Chamber of Commerce or attend their events. I have found that by attending the events, you can see hundreds of business owners in one location in a very efficient manner.
- B. Small networking event companies are a great resource of very inexpensive or free events. Again, you can meet many businesses owners in one location in very efficient manner at these types of events.

SETTING THE APPOINTMENT & GETTING PAST GATE KEEPERS

Hello, my name is Dan Belchar. Are you the person who handles legal affairs for the company?

Answer: No I am not.

Reply: Do you know who does handle legal affairs for the company?

Answer: That would be _____.

Reply: Is _____ available?

Hello _____, are you the person who handles legal affairs for the company?
Hi, I am Dan Belchar. I am your new Legal Service Representative for our firm in your business area. We show companies like yours how you can access \$250 to \$500 an hour attorneys on unlimited subject matters and not worry about the bill!

I would like to swing by and get 15 minutes of your time and share with you how we do that, I will be in your area this week. How does your schedule look?

SIT DOWN

Warm up: The warm up is extremely important. A good rule of thumb is to keep building rapport until the customer asks you how your service works.

Here's what we can do for you:

1. We have an amazing service which allows you to pick up the telephone and talk to an attorney to get advice, find out what your rights are, get all your questions answered and find out where you stand legally for all business and personal matters and there is no bill.

2. You can have business documents and contracts reviewed, up to 15 pages and personal documents and contracts for you and your family reviewed, up to 10 pages by an attorney at no charge.
3. After you talk to the attorney, get advice and have any documents reviewed, you can have the attorney write a letter or make a phone call on your behalf on unlimited business and personal subject matters and there is no bill. These are called our preventative services. We have found that by talking to an attorney, finding out what your rights are and getting advice, having documents reviewed and then having the attorney write a letter or make a phone call on your behalf solves most legal problems. If this does not solve your problem you have a choice: you can either handle the problem on your own with the guidance and help of our attorneys and our legal forms you will have access to, or you can hire one on our attorneys at a 25% discount to represent you and take care of the problem for you.
4. Also, you will get access to top rated business consultants. You can ask any business or personal questions on unlimited subject matters and get answers.
5. Do you have a website? If the answer is no, your response: you get a free four-page website with our service. You control the content and it is very easy to set up--it is like setting up a Facebook page. If the answer is yes, just let them know that they can use it for whatever they want to use it for.
6. Do you have any debt collection issues? If the answer is yes, then let them know we handle debt collection and we will have a lawyer send a demand letter which is very effective in collecting money owed to them. If they say no, just let them know that if they ever have any debt collection issues they can use the service for it.
7. Do you have a will? You get a free will with our service and we update it every year for you for free as long as you maintain your membership. If they already have a will, ask them when it was updated last. Let them know we will update it for free and every year they maintain their membership for free.

8. If you or your covered family members get a traffic ticket we will have an attorney go to court for you to fight the ticket. We are very good at keeping the points off your driving record and/or getting the ticket reduced to a lesser offense at no charge?
9. Above and beyond everything we discussed you will get 75 trial and pretrial hours with the first year of your membership. Every year you keep the membership your trial and pre-trial hours increase:
 - 2nd year it goes up to **140** hours.
 - 3rd year it goes up to **205** hours.
 - 4th year it goes up to **270** hours.
 - And if you keep it for five years or more it goes up to **335** trial and pre-trial hours. Every year you keep the membership it increases in value. So if you find yourself on the wrong end of a lawsuit we will defend you at no charge.
10. If you are audited by the IRS, you get up to 50 hours of tax attorney time. Tax attorneys are very expensive, they charge up to \$1000 an hour or more.
11. Your and your family's identities will be insured as well. We are the only company in the world that covers all five areas of Identity Theft: medical, criminal, social security, driver's license and financial. We are also the only company in the world that offers complete restoration for all five areas of Identity Theft. We actually assign a licensed investigator to your account to restore your identity. Normally it takes 600 to 1500 hours to restore an identity and we will do it all for you at no charge. You and your spouse will receive an initial free credit report to make sure you do not have any existing identity theft issues now. We also monitor your minor children's credit files as children are the newest victims of this crime. All three credit bureaus will be monitored.
12. We do all this for \$108.95 per month. Do you have any questions?
13. After you answer all of their questions, ask them, "are you ready to get started"

REFFERALS AND WARM MARKET

- A. While you are filling out the paper work ask if they know anyone we could help, i.e., vendors, suppliers and small business owners. This takes you out of the cold market and into to the warm market.

- B. Breakfast with Fran. Create your own networking event. Ask your new customers if they will attend and bring some of their friends who are small businesses owners.