

Build Your Business

Using

The System

Every Associate in the Pre-Paid Legal family has something in common - at one time they all had to get started. As you're beginning your business, understand that it's quite natural to be a bit unsure, and that "not knowing what to do" feeling can create some anxiety... With this in mind, our goal is to provide you with the information and knowledge you need to successfully build your Pre-Paid Legal business, without that apprehension. You see, over the years we have come to realize there is a proven plan of action that gives our Associates the best chance for success. Success in Pre-Paid Legal isn't magical or mysterious. Success or a system, is built upon a few single fundamentals that, when repeated over and over again, can indeed lead you to what you truly desire to have out of life. Here, you will find "The System" to build your business and propel you in to success. Learn it, do it and then teach others!

Our mission is to register every family in North America with our protection and find the people who want to help us!

The next few pages include a VERY simple system for:

- 1. Retailing Memberships**
- 2. Asking For Referrals**
- 3. Recruiting Associates**

3 Steps to Retailing a Membership

- 1. Set the Appointment – “Sit-Down” by saying:
“I have something important to show you.”
“It will only take about 15 minutes.”
“You may or may not be interested.”**
- 2. At the “Sit-Down”, share:**
 - a. Balance of Power CD/DVD**
 - b. Flip Chart**
 - c. Brochure**
 - d. ID Theft Brochure and/or CD/DVD**
 - e. If by Phone, Dial (973) 854-1236 ~ Option 1**
- 3. For the Close, ask “What did you like best, the legal protection or the identity theft protection?”
Great!**
 - a. “Would you like to get started by check or credit card?”**
 - b. “Where do you want your will questionnaire and / or credit report sent?”**

After the sale, ASK FOR REFERRALS!

“Who do you know that truly cares about their family that I can share this protection with? Maybe someone that has teenage drivers, owns a business, has not updated their will, etc.?” (Pause) Also, do you know of anyone that may be looking to make additional income on a very part time basis doing what I’ve just done? This could be someone that is tired of living paycheck to paycheck or looking for a second stream of income. Our company pays between \$70 and \$250 per membership! ”

If they are interested in making additional income, put them through the

5 Steps to Recruiting an Associate (see page 5)

Pre-Paid Legal Services, Inc. Referral List

Who do you know (relative/s, friend/s and or co-worker/s) who may need this valuable Pre-Paid Legal Service? Please print his or her name, address and phone number below. Thank you.

Referred By: _____

1. Name: Mr. ☐ Mrs. ☐ Ms. ☐ Mr. & Mrs. ☐ : _____

Address: _____ Apt.#: _____

City: _____, St.: _____ Zip: _____

Phone: Hm: _____ Alt: _____

Best time & day to call: Morning ☐ Afternoon ☐ Evening ☐ Day of the week _____

2. Name: Mr. ☐ Mrs. ☐ Ms. ☐ Mr. & Mrs. ☐ : _____

Address: _____ Apt.#: _____

City: _____, St.: _____ Zip: _____

Phone: Hm: _____ Alt: _____

Best time & day to call: Morning ☐ Afternoon ☐ Evening ☐ Day of the week _____

3. Name: Mr. ☐ Mrs. ☐ Ms. ☐ Mr. & Mrs. ☐ : _____

Address: _____ Apt.#: _____

City: _____, St.: _____ Zip: _____

Phone: Hm: _____ Alt: _____

Best time & day to call: Morning ☐ Afternoon ☐ Evening ☐ Day of the week _____

4. Name: Mr. ☐ Mrs. ☐ Ms. ☐ Mr. & Mrs. ☐ : _____

Address: _____ Apt.#: _____

City: _____, St.: _____ Zip: _____

Phone: Hm: _____ Alt: _____

Best time & day to call: Morning ☐ Afternoon ☐ Evening ☐ Day of the week _____

5. Name: Mr. ☐ Mrs. ☐ Ms. ☐ Mr. & Mrs. ☐ : _____

Address: _____ Apt.#: _____

City: _____, St.: _____ Zip: _____

Phone: Hm: _____ Alt: _____

Best time & day to call: Morning ☐ Afternoon ☐ Evening ☐ Day of the week _____

Referral Script

Hello, is this _____ (*prospect's name*)?

Hi (*prospect's name*) **this is** (*your name*).

_____ (*the person who referred them*) **just enrolled as a member of our legal and / or identity theft protection plan. Do you have a minute?**

NO: When will you have a minute? (*Schedule another time to call and call exactly when you said you would.*)

YES: We offer a comprehensive legal protection plan that covers everything, including identity theft. I'd like to show you our membership. It will only take 15 minutes. What is your schedule like?

I'M TOO BUSY. I also work nights and weekends, which is better for you?

WHAT IS IT? It's Pre-Paid Legal Services. We offer a comprehensive legal protection plan that covers everything, including identity theft. I'd like to show you our membership. It will only take 15 minutes. What is your schedule like? (*Don't do the presentation over the phone, because you can't enroll them over the phone. Get the appointment to do the presentation. If they insist on knowing more, 3-way them in to the recorded 10 minute overview on the legal and identity theft protection at (973) 854-1236 ~ Option 1.*)

Schedule the appointment and GET OFF THE PHONE!

At the appointment (sit-down), take the prospect through the remainder of 3 Steps to Retailing a Membership.

5 Steps to Recruiting an Associate

Expose Your Prospect to a:

- 1. Recorded 5 Minute Message (973) 854-1236 ~ Option 2**
Recorded 7 Minute Message (800) 479-5887
Recorded 20 Minute Message (800) 394-6919

“What did you like best about what you heard? Great! On a scale of 1 to 10, with 10 meaning that you are ready to start making money, what level of interest do you have?”

2. Tool:

- a. **“Your Business at Home” Magazine**
- b. **“Private Business Reception” CD/DVD**
- c. **“Business of a Lifetime” CD/DVD**
- d. **Your Personal Flash Talk Recruiting Website**
- e. **Your Personal “GO” Website**
- f. **Success System Fax Back Document (800) 699-9004**

“What did you like best about what you saw/heard? On a scale of 1 to 10, with 10 meaning that you are ready to start making money, what level of interest do you have now?”

3. 3-Way Call with your “Expert”

Let your “Expert” know a little about your prospect and their level of interest and he/she will use the “4 Question Close” with your prospect and invite them to the next live event. (See pages 6 & 7)

4. Live Event:

- a. **Recruiting Call**
- b. **Business Briefing**
- c. **Private Business Reception**
- d. **Sit-Down with your “Expert”**
- e. **Business Luncheon**
- f. **Super Saturday**

“What did you like best about what you saw?” Use the “4 Question Close”.

- 5. Get your new Associate started immediately by logging on to our team’s website at www.theplatinumplayers.com and going to “Getting Started”.**

3-Way Call

Schedule your 3-way call. Few things in life can be more unpleasant than trying to reach your sponsor with that hot prospect on the line, only to find out they're not at home, or worse, they can't take your call.

Next, for the benefit of both prospect and upline, it is extremely important that you begin your call with a brief recap. Something like this...

Associate Script:

“(Expert), it’s (Associate). I have (Prospect) on the line with us. (Prospect) and I go way back and for the last few days he/she has been looking at the business. (Prospect) has listened to the recorded message and reviewed my website. (Prospect) had a question regarding _____ and I suggested that you would be the best one to answer this. (Prospect) this (Expert), (Expert) this is (Prospect).”

Expert Script:

Build rapport!

“Hi (Prospect), how are you?” Great! What kind of questions can we get answered for you?

“(Prospect), now that I’ve answered your questions, do you mind if I ask you a few questions?” Great!

4 Question Close

“Based on everything you’ve seen, if you were to start part time, how much money would you need to earn per month to make this business worth your time?”

“How many hours per week could you realistically give the business to develop that income?”

“How many months would you be willing to give the business to reach that income level?”

“If we could show you how to develop a _____ monthly income working about _____ hours per week for _____ months, would there be anything else you would need to know before you got started?” *If the answer is NO, turn the call back over to your Associate, using the following script. If the answer is YES, invite them to the next live event and then turn the call back over to your Associate, using the following script.*

“(Prospect), it has been a real pleasure speaking with you this evening. (Associate) and I work closely together and believe me, he/she can show you how to make this business work for you. I’ll go ahead and let the two of you finish up. And (Prospect), it was nice to meet you and I’m looking forward to working with you.”

**These questions are used by the “Expert” during a 3-way call or after a live event to close your prospect.*

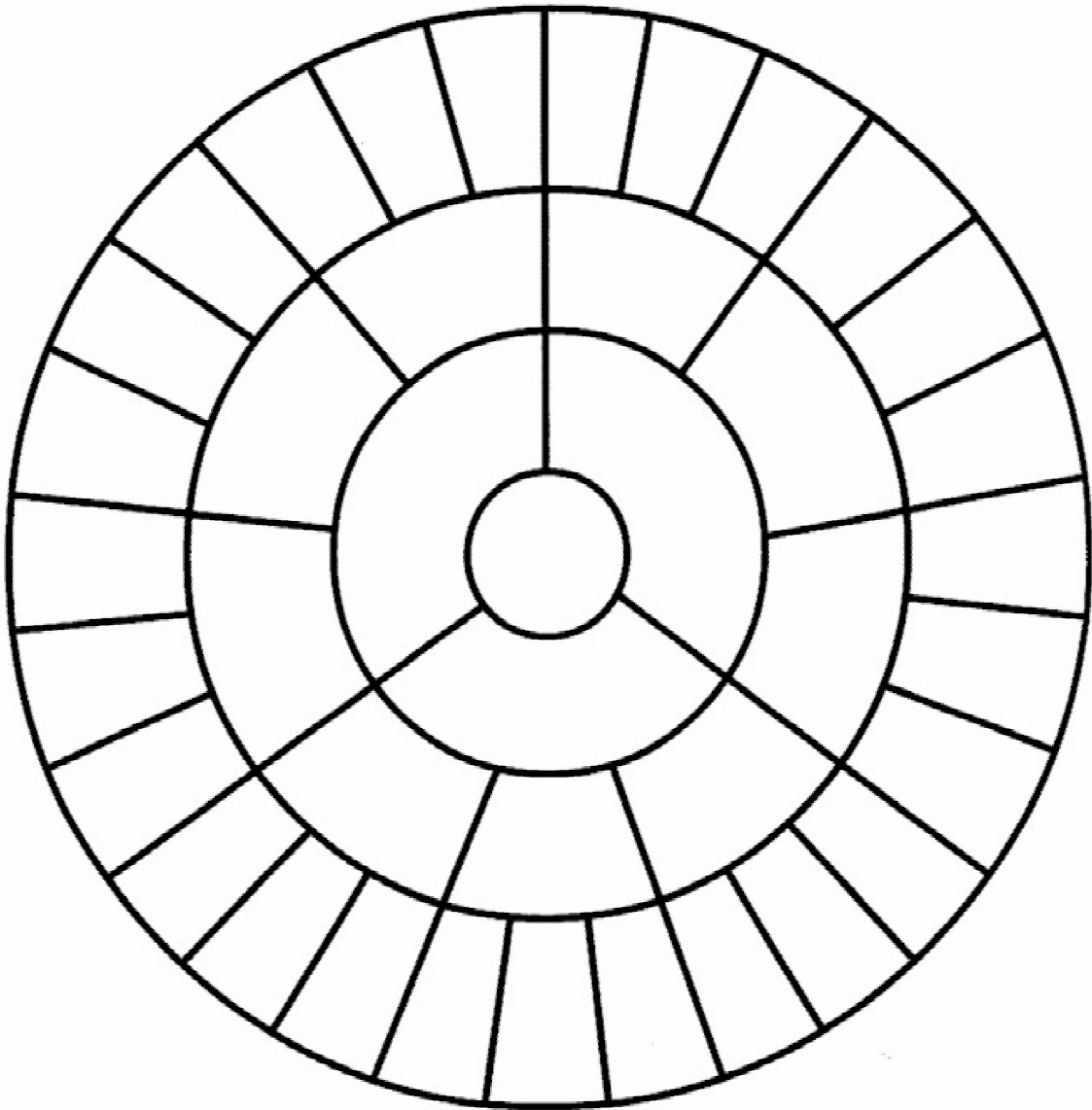
Promote Yourself To Executive Director

YOU are a MANAGER after you fill in the 1st Row with 3 CFT Associates within 45 days.

YOU are a DIRECTOR after the 2nd Row is filled with 9 CFT Associates.

YOU are an EXECUTIVE DIRECTOR after the 3rd Row is filled with 27 CFT Associates.*

Note: CFT Associates have 45 days from their effective date to meet their qualification requirements of recruiting 3 new Associates with a membership or selling 5 memberships.



3 Methods to Reach Executive Director

* **1)** Reach Executive Director when you have at least 1 Director leg and 3 personal counters from any leg to reach your total of 75 required counters. **2)** Reach Executive Director when you have 3 legs with an active Director in each leg and 75 membership sales in one month. You may count personal sales and up to 25 sales per leg containing an active Director. **3)** Personally sell 75 memberships each month.