



# How are people selling so many LegalShield memberships?

**“How are people selling so many LegalShield memberships? I am talking to people about it, but they are not signing up.”**

Here’s the answer to this common question. Never just “talk to people about LEGALSHIELD”. Don’t just hand out business cards or brochures. That does not work. People will say “I don’t need that”, because they do not understand what our service does! I never just throw LEGALSHIELD out there on the fly without getting to sit down and do the A-Z presentation for 15 minutes. Never start something you do not have time to finish & close (and get the app signed).

I learned from Dave Savula (LEGALSHIELD #1 Earner making millions) how to get the appointment...

**“Hey Joe, I have something IMPORTANT I need to SHOW you, it will only take about 15 MINUTES, and by the way, you MAY or MAY NOT be interested. Can we meet later today?” This will get you the appointment. If they ask “What is it?”, just say “I have to SHOW you something, it requires me to get with you, I can’t show it to you over the phone. You are going to be impressed. Let’s meet at \_\_\_\_\_”**

Then when you meet, you use a foldout brochure or flipchart and walk through what the services do for them, be sure to work in STORIES of how you or others have used it (use your membership, get your Will done)... and then do the “IF YOU WERE MY ATTORNEY STORY” close: **“Joe, if you were my attorney, and I came to you and asked you to do all of these services for me and my family, adding it all up at a few hundred dollars an hour, how much would you charge me on a flat MONTHLY fee basis?”** They will tell you \_\_\_\_\_ (usually \$100’s or \$1000’s). Tell them **“I usually hear anywhere from \$500-\$5000. Great, but not affordable. The incredible thing is LEGALSHIELD does all of this for your family for only \$36 (including the ID Theft Shield) a month! I not only signed up on the spot, I’ve used my membership and it is just awesome. I am sure you see the value in having this too, where do you want LEGALSHIELD to send your membership kit?”** (start filling out the application for them)

The key: GET APPOINTMENTS! People normally close more than half of the people they do a presentation for.

If you have someone maybe you already messed up and did the wrong way... try this:

**“Joe, I mentioned LegalShield Services to you before, remember? Well I am working on getting promoted within my company. I have to do 20 practice 15-minute presentations this week, and I know you may not care about LEGALSHIELD, but could you be one of my 20 and let me practice my presentation with you tonight? It will only take 15 minutes, and you will be helping me. I really appreciate it.”** Then go do the presentation, and at the end, they may say “I had no idea LEGALSHIELD did all of this, sign me up.” If they still say no, at least they know the truth about LEGALSHIELD and will likely come back to you soon when they have a need.

I hope this fixes what some Associates may have been doing, and maybe you will start signing up several mem-

bers a week. Just keep in mind that if you go SHOW our membership, you WILL get people signing up. ASSUME THE SALE when you meet with people... EXPECT that they will get the service. And give them the car decals, stick them on their car on the spot, and encourage them to use the service and get their Will done immediately and get a bang of value instantly.

One last thing: Sell the person what they can afford. If they have no money, revert to the \$17 Standard Legal Plan (+ IDT).

The way you will make a lot of money is by presenting to a lot of people. Let's go do it! Go do those 20 presentations this week!