



How To Do Group, Without Doing Group!

Associates Can Partner Up for Success in Group Marketing

As a new associate, calling your warm market is the first step to successfully launching your LegalShield business!! Here are two approaches and phoning techniques to introduce your support team associate to a company to present LegalShield as an employee benefit.

Your support team can call out of the blue and say that you referred us. BUT...we've found that it works better when you, the new associate with the warm relationship, call the person that you know first and let them know that the supporting associate will be calling.

1.) Please meet with my friend from LegalShield

- I have a LegalShield plan that a good friend of mine showed me. It's an awesome plan. I'm a satisfied customer! TELL YOUR STORY: ie. "I got my will done . . . I called the attorneys the other day and they called me back in ___ minutes. . . it saved me \$___ with an issue" . . etc.
- My friend is the rep. and told me that this plan can be offered as an employee benefit and that they have over 30,000 corporate clients just like your company. My friend, _____, asked me if I knew anyone who really cares about their employees, and I immediately thought of you.
- You've gotta hear about this plan. There is no cost to your company. You and your employees will love it. My friend, _____, will be giving you a call. Out of respect for me, will you please give him/her 10 minutes? Thanks!

2.) Please meet with my business partner from legalShield

- My friend owns a benefits company in town. They have a niche product called LegalShield and I'm a satisfied customer! I like the plan so much, that I've become a silent partner in the company. TELL YOUR STORY: ie. "I got my will done . . . I called the attorneys and... we're going to have them review the papers when we close on our house refinancing, etc."
- We have over 30,000 corporate clients just like your company. My partner, _____, asked me if I knew anyone who really cares about their employees, and I immediately thought of you.
- You've gotta hear about this plan. There is no cost to your company. You and your employees will love it. My partner, _____, will be giving you a call. Out of respect for me, will you please give him/her 10 minutes? Thanks!

With some companies it will help if they know that you are a LegalShield associate and making money on the group. With other companies it will be better that they do not know that you are making money off of this (maybe you worked there before, etc.). Either way, you can continue to focus on other aspects of LegalShield and still Do Group, Without Doing Group!