



6 Steps to a Killer 5-minute Welcome Call

1. Ask them for their 15 second story
2. Share your story (2 min. – pain point, pivot, excited about future)
3. Why LegalShield? (1 min. - sell the mission)
4. Why LegalShield? (1 min. - sell the mission)
5. What do you need to make a month for this to be a win for you? (30 secs.)
6. Encourage a fast PZC launch with a story (30 secs.)
7. Edify the sponsor and gotta run (30 secs.)