

Directory Listings and Flipchart Strategy

Step 1: Approach

By Phone: Is _____ (Owner's Name) there? This is _____ (Your Name) with GoSmallBiz.com. How are you today? (if Good) GREAT! We're an On-Line Resource for Small Businesses. I'm working on a project and was wondering if you could help me out? I am constantly working to make our site better... And I am currently working on expanding our directory listings of small businesses in your area. What we are doing is offering a FREE business listing, for one year, on our internet directory. This helps us expand our site and make it a better resource...BUT It also helps your business by driving customers your way. I was wondering if I could stop by for about 5 minutes... And get your information so that we can get your business listed correctly for FREE?

(Leaving Messages)

Hello. My name is _____ and I am an Independent Associate with Pre-Paid Legal Services. My phone number is (XXX) XXX-XXXX, and I would appreciate a return call, today! (It is important that the message is spoken with confidence and conviction so it is taken seriously because we would appreciate a return call today!)

In Person: Hi, I am _____ (Your Name) with GoSmallBiz. _____ (Owner's First Name), I just wanted to introduce myself to you. I'm working with some other businesses in the area and I wanted to sit down with you and show what we're doing with them to see if your business could benefit as well. They ask, "Well, what is it?" Let me first get you listed on our corporate directory for free...We're an On-Line Resource for Small Businesses. I'm working on a project and was wondering if you could help me out? I am constantly working to make our site better...And I am currently working on expanding our directory listings of small businesses in your area. What we are doing is offering a FREE business listing, for one year, on our internet directory. This helps us expand our site and make it a better resource. But it also helps your business by driving customers your way.

Step 2: Completing the Directory Listing

Once they have agreed to completing a listing...Ask for their 25-word description of their company. After completing the front of the listing, flip to the survey on the back (without hesitation) and tell the business owner you have to ask them a few questions to complete the free listing. After completing all of the questions, tell them "This completes your one year free listing on GoSmallBiz.com, but I see you answered some of the questions with a yes." "If there is a way I can show you how we can help you in these areas, would you be interested in the information? It takes about 15 minutes." (if yes) Ask, "do you have someone else that needs to hear the information like a partner or maybe your wife, or do you make the final decisions?" (if they make the final decisions, pull flip chart out and proceed) If they say they are interested but don't have time we schedule an appointment within the next couple of days...set a specific date and time at this point. Don't leave without a set appointment when possible. If they say yes and have time, proceed your flip chart presentation (see page 65) right then.

Step 3: From Directory Listing to the Flipchart Presentation

After your prospect agrees to hear the information, but before you pull out your flip chart or say anything about how we can help them, YOU MUST ASK "DO YOU MAKE THE FINAL DECISION OR DO YOU HAVE A PARTNER OR SOMEONE ELSE THAT NEEDS TO HEAR THE INFORMATION?" If they have partners or someone who needs to listen in, like a spouse, set the appointment at a time when everyone can be there. DO NOT GO ANY FURTHER. DO NOT TELL THEM ANYTHING ABOUT THE MEMBERSHIP, DO NOT MENTION PRE-PAID LEGAL, and DO NOT TRY TO GIVE THEM A 30 SECOND COMMERCIAL until you can come back and do a full presentation. Just set an appointment to show everyone the information at once. If you share any part of the membership or if you go ahead and present to a partner or a person that needs to check with their spouse without that other person there, you may not close that sale. In all likelihood, the person you presented to will try to convey the information that you showed them, will not be able to do it effectively and the other person will make a decision based on their partners or spouses presentation and the deal is over. It is much better to wait and show everyone at once and close the deal.

Step 4: Flipchart Presentation

Be prepared by having your Small Business flip chart, dry erase pen, and Activator on hand. As you go through the flip chart, summarize each page instead of reading each page word for word. The key page to stop and focus on is the Needs Analysis. This page shows why they need the service. (Remember: In order to present the Small Business Plan, you must do a Needs Analysis.) The whole time you're explaining this to the owner, nod yes so that they begin nodding as you go through the areas of coverage. Again, instead of reading word for word, summarize each page and focus on the areas that they indicated during the Needs Analysis where they have challenges. Relate stories about what others have gone through in the same situation and how we have helped them. (You can get all the stories you need in the testimonial section of your Pre-Paid Legal "Members Only" section of the Pre-Paid Legal website, from listening to conference calls or from using the membership yourself). This process should only take about 7 minutes to do the flip chart. At the conclusion of your flipchart presentation, go to the final page of the flip chart and ask what they liked best about the plan. Then wait for the answer. **DO NOT SPEAK AFTER YOU ASK THIS QUESTION, NO MATTER HOW LONG IT TAKES FOR THE BUSINESS OWNER TO ANSWER!** Agree with them no matter what they say they liked best. Have the applications out and then ask if there is any one else that they would like to have access to the plan and begin filling out the paperwork. Assume the sale! You should have such high belief in this membership and how it will help the business owner that you assume they are going to see it like you do. Then, go back during the follow up after the sale and help them get their challenges, which you learned through the Needs Analysis, solved.

What if the prospect says "no"?

When you get the first "no", "I'm not sure", or "I need to think about it", stop and look the business owner directly in the eye and say...

"Well let me first apologize to you, I don't think I have properly explained the information to you because I normally have a 95% positive response." Your goal is to begin a dialog that will allow you to try to close again. At this point they are saying to you that you have done a great presentation and explained everything very well but they need to think about it. You should say, "you're probably looking at this as a year or two commitment?" "This is a month to month program, let's get your paperwork filled out so that you are covered starting today and I will be back next week to get you set up on GoSmallbiz.com and help you with those items that you needed to get taken care of."

At this point, you should have started filing out all of the information on the apps to speed up the process then ask, where would you like your personal membership kit mailed to here at the office or your house?

Step 5: Gather all the paperwork together

Make sure that they understand what you are leaving with them in the Activator. Set a follow up appointment and make sure that they have your contact information so they can contact you for anything that they might need. You want them to call you when something comes up so that you can help them either get on the phone with the law firm or help with the GoSmallbiz.com, especially in the beginning stages of their membership.