



How to Sell 7 Steps to a 720 Credit Score

Best Practices from Other Bankruptcy Attorneys

More and more of our clients are selling our 720 programs in order to drive additional revenue.

We have attorneys that are selling it ranging from \$99-\$350, however, the majority of our attorneys are selling it in the \$150 price range. The goal is to enroll as many people as possible as you want your past clients getting weekly emails from you for future referrals.

Below are examples of how and where our attorneys are selling it.

Car Example

- It is absolutely critical that you bring up the car payment example prior to bringing up **7 Steps to a 720 Credit Score**. Here is what you need to memorize and say to each client:
 - o If you went out and got a car today, and had a 720 credit score, your interest rate will be about 3% annually, according to MyFico, the credit scoring company.
 - o If your credit score were 659, just 61 points lower, your interest rate would jump to 10.44%, which is an increase of over 300% in rate.
 - o For most bankruptcy clients, their credit score is between 500-550.
 - o Let me tell you how I solved this problem for my clients. I started to work with 720CreditScore.com, as for 15-years they have been helping people rebuild their credit.
 - o They have a program called “7 Steps to a 720 Credit Score,” which sells for \$1,000 (show them the website at this point - <http://www.720creditscore.com/7-steps-to-a-720-credit-score/>).
 - o Each month, I pre-buy these in bulk, so that I can save my clients money, if you would like access to this program it would be \$_____ (typical price is \$99-\$199).

Payment Plan

- By offering payment plans, your sales will go up.
- The lower the first payment the better.
- Even if a client only pays a first payment (typical starting point is \$39-\$59), and then doesn't pay any other payments, you still profit on the initial sale, and they are getting emails every week from your law office, which will help for potential referrals.

Commissions

- Whoever is doing the selling of the program (whether at the intake meeting, 341 meeting, or to past clients) by incentivizing the salesperson, they will make more sales.
- Typical commission is between \$20-\$40 per sale, depending on the price point it sells at.

720 Is Easy

- Stress to your clients that 720 is designed to only take 10-15 minutes per week for one to two months.
- "It's as simple as watching one 10-minute video per week, for one to two months."

Intake Meeting for Chapter 7's

- Add it to fee agreement as another outside cost (like a credit report fee).
- If the person is price sensitive, lower the 720 fee or offer a payment plan, and you can still get the bankruptcy.
- For those that decline, you can offer 720 to them again at the 341 meeting.

Chapter 13's

- Please listen to the May 2014 Strategy Call. Our typical attorney that is using this technique is adding \$500 in case value to their no-look fee.
- If you need a copy of this Strategy Call, email Philip@720SystemStrategies.com.

341 Meetings

- At the 341 meeting, offer it to all your clients again, even if they declined it at the first intake.
- Some of my attorneys have all clients at the follow form (next page) at the 341 meeting.

EXAMPLE - ON YOUR LETTERHEAD

“7 Steps to a 720 Credit Score”

_____ YES – I’d like to take advantage of the special pricing for
“7 Steps to a 720 Credit Score”.

Payment Options

One Time Fee of \$XXX, (\$99-199) or

3(4) Payments of \$XXX (\$39-79)

_____ No – I’m not interested in improving my credit score after my
bankruptcy.

Payment Authorization

Debit Card (Please Circle): Visa Master Card Other

Card Number: _____ Expiration Date: _____ CCV: _____

ACH: Name of Bank: _____

Account Type (Circle One): Checking Saving

Account #: _____ Routing Number: _____

First Payment to be charged on: _____

Today’s Date: _____

Client Name/ Signature: _____