

# January 2015 Strategy Call



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## Increasing Your Appointments and Show Up Rate with 720

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Call Topic: How our best attorneys are securing more appointments and higher retain rates by using 720 when talking to their potential client for the first time.

### Downloads from this call:

- 1) [Click here](#) to download the recording of this January 2015 Strategy Call.
- 2) [Click here](#) to download the March 2014 Strategy Call - "Automated Lead Follow-Up System"

### Key Points:

There are three things that I want you to do on every initial call:

- 1) Slow down and let them talk. Our primary objective is to make the client feel heard.
- 2) Show them how their future will be like by choosing YOU as their attorney.
- 3) Ask for the appointment.

## Call Transcription

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Hello. Welcome to the January 2015 strategy call for 720 Systems Strategies. The topic of this call is how our best attorneys are securing more appointments and higher retain rates by using 720 on their initial call.

As you know every phone call matters. Every call that's calling in and every lead that comes to you is potential money coming in the door. With filings down now, it's a critical time to focus on every single lead as I relate to it like a thousand dollar bill calling you or a thousand dollar bill walking in the door. Not to mention another life we can touch. What I want to review here is what our best attorneys are doing and how they're using the initial phone call to secure more appointments, higher show up rates, and when they show up, the retain rates are higher. As I've always said to you this information is not mine. It's what I put together by talking to our hundred attorneys across the country. Because I ask them all the time, what's working and what's not working.

Let's start with the call-in leads. When someone calls in, two things are either happening, your staff is managing the call, or they're passing the call to you. This works either way. If your staff is managing it, make sure they listen to this call over and over again. If you're managing it, then you listen to this call over and over. Either way this is what I want you to start doing because this is what's working right now as of January 2015.

We need to stop and shift away from selling the appointment, the free consultation. I mean everyone is selling the free consultation. I would really encourage you to do what I do. Call people in your market and just act like a client. You would be surprised how everyone is saying the same thing - just come in for a free consultation. If you're selling that way on that initial phone call, you're just hurting yourself. There are three things I want you to do on the initial call. It's really, really simple.

**Step One:** I want you to slow down and let them talk. Our primary objective is to make them feel heard.

**Step Two:** Show them how they're futures going to be like by choosing you as compared to other bankruptcy firms. I'll explain how we're doing that. Two, slow down and show them what they're futures going to be like by choosing you.

**Step Three:** Ask for the appointment.

Let's review each of these.

**Step One:** Slow down and let them talk. I want them to feel heard. My top attorneys in the country are doing this. They're doing this with open-ended questions. Someone calls in, "I am considering bankruptcy." Well, tell me what you know about bankruptcy; open-ended. Tell me why you think bankruptcy is right for you; open-ended. Tell me why you're considering bankruptcy? What's going on in your life; open-ended. Tell me about you debt. Tell me about your financial struggles. Let them talk and talk and then talk more. After they're done, let them talk and talk more. I've tested this with attorneys all over, big market, and small markets. I hear over and over again that there's a direct relation to the time the person is on the phone with you initially and they're likelihood of them showing up for an appointment. They're likelihood of them retaining you.

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There are three primary follow-up sequences I want you to do with the open-ended questions. Like I said, tell me about your BK? Tell me why you're considering a BK? Why you think bankruptcy might be right for you? You're going to start with these open-ended questions. Then from there I want it to branch off into one of three follow-ups: One: "That makes sense." You're acknowledging what they're saying. Two: "that sounds like most of my clients." Three: "tell me about that." Once again, from a psychological standpoint, we want you to bond with them and we want them to feel how you care.

Here is what we know about who is calling in for a bankruptcy - they're ashamed; they're embarrassed; many of them feel stupid; they feel dumb; They don't know what to ask for; They're embarrassed to talk to an attorney. What we're doing is we're acknowledging them. We're welcoming them. They're feeling heard. When you say, tell me about your bankruptcy struggles? They say, "Well, my home is in foreclosure. I'm just really struggling right now with my money." Tell me about that. "Well, it's hard to pay the bills." Just let them talk. Tell me about that. And say, "I understand. It sounds like most of my clients."

We want them to realize that they're not alone. What they are thinking is also going through the minds of most people going through bankruptcy. They think, "Oh, I hope know one finds out. Who's going to find out? Is my name going to be on the Internet that I declared bankruptcy?" We want to normalize this process. This is normal. There are a lot of people who do this. That's why we say, "that makes sense. That sounds like most of my clients." Just let them talk. Let them feel heard. Okay, this is Step One.

**Step Two:** Slow down and show them how their future is going to be like. Here's another thing we know. We know that there is a misconception out there that when someone files bankruptcy, the person is out of luck or disconnected from society for years and years to come. The banks mostly perpetrate it because they don't want you to file bankruptcy. I mean who knows, right?

We want to make it clear that bankruptcy is not going to follow them around like a ball and chain. What my top attorneys are doing is they're starting by letting them talk and talk. Then once they finish talking they say something to this effect, "I can't tell you that bankruptcy is right for you until we meet and I review your information", which by the way is a foreshadowing of the next step. If we find out that bankruptcy is right for you, we're not pressuring them. We're not saying that they need to file bankruptcy because we really need to see all the information. Then they come into the office for you to look at their paperwork.

If we find out that bankruptcy is right for you, I can tell you what we know about bankruptcy to be absolutely true, that their problems are over. This is what your staff person or you would be saying. When you decide to start the process, instantly the phone calls about collecting debt and all those collections calling your office will stop. Then you enter whatever else their problem is. If they talked about foreclosure, you would say instantly the foreclosure process is on hold. If they talked about garnishing they're wages, you add that. If they talked about a lawsuit, you add that. Because what we want to do right out of the gate is share with everybody that if they come to you, then their problem right now is over. You can solve it. Of course, you can solve it. That's the first step. You want to make that abundantly clear right out of the gate.

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Second of all, the thing you want to point out is that you won't be affected by the bankruptcy for many years. This is you talking to the clients. My main focus is getting your life back to normal as soon as problem. I'm going to continue on this role-play, so you can really get a feel for this. I'm going to start over with that point. I want to make it clear that you won't be affected by your bankruptcy for many, many years like some people think. Because what my main focus is as a bankruptcy attorney is getting your life back to normal as soon as possible. Frankly, this is why people choose me as their attorney. If they realize that bankruptcy is the right step, this is why my clients choose me. I mean of course I can stop the harassing phone calls. I can stop your foreclosure. I can stop the garnishment of wages, but any attorney can do that. The reason why people choose me is because I'm going to get your life back to normal as soon as possible.

Let me explain this as an easy example. Do you see yourself needing to get a different car in the next five years? As you know most people will say yes to that, right? I mean probably 80% of the clientele will say yes. You respond in an affirmative manner. Yes. Okay. You're like most of my clients. Let me give you an example that I think you may find interesting. If you went out today to buy a new car and you had a 720 credit score, you would pay an interest rate according to my FICO of about 3% which is the best interest rate out there with people with good credit. If you had a 659 credit score, which is just 61 points lower than the 720, your interest rate would jump 7.44% higher. Your rate on that same car would be 10.44%. If you bought a \$15,000.00 car, that would equate to about a \$100.00 a month you're wasting just because the 61 credit points.

Well, if you're calling about bankruptcy, it's probably safe to say that your credit score is probably pretty low, right? You open that up as a question. They're going to say yes probably. If your credit score is under 550 like it is with most of my clients, you'd over pay somewhere around 20% for that same car. That \$15,000 car loan would equate to about \$250 per month extra because of your credit score. See, most bankruptcy attorneys will discharge your debt. They'll stop the foreclosure. Then they'll let you deal with your credit and getting your life back to normal on your own. That's not me.

Once again, if you need a bankruptcy and you choose me to handle the bankruptcy process for you, my focus is going to be getting your life back to normal as soon as possible after we're done with the bankruptcy which includes getting you a credit score of 720 somewhere between 12 to 24 months after you file the discharge. This way when you apply for the new car loan, you're not going to pay the high interest rates. You can take that extra \$100 or that extra \$250 a month, and put it into saving accounts or do whatever you want with it, as opposed to paying the bank. That is why my clients choose me. By the way, I don't charge any extra for this. This is just part of my bankruptcy fee. You see why I'm proud. What I do is a little different than every bankruptcy attorney out there.

I'm off the role-play. Let's discuss why it's important to handle that conversation that way because it's really designed to flow in a certain way. You're going back in the very beginning and you're talking about your dispelling the fact that this is going to be a long process. When they hire you, you instantly solve their problem instantly, one.

Two, this is not going to be with them like a ball and chain forever. They don't want to put that off. They want to start the process, so they can get it done with.

Three, the car example I found after talking about this with so many attorneys. Typically what I hear is somewhere between 75 and 85% of people are saying yes to that answer.

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When you go through the three levels of credit scores 720, 659, and 550, the reason why the 659 number is so critical is because no one thinks that a 659 is a bad credit score. When you use that number they think to themselves, "Oh, my gosh. I'm going to pay 7.44% higher for a 659 credit score. Oh, my gosh I can only imagine what I'm going to pay for it here?"

They think that they're going to be out of luck. They think they're going to be ruined and you're saving them. That's the end of step two. Step one, you're letting them talk. Step two, you're focused on their future. Step three, you ask for the appointment. With regard to asking for the appointment, this is not about signing them up for bankruptcy. This is about reviewing their paperwork to see if bankruptcy is the right fit for them. There's no pressure in that. You're not impacting their ego. They don't have to be ashamed that bankruptcy is right or not right for them. All you want to do is speak into the fact let's come in and let's review your paperwork. Then I can determine the cost associated with your bankruptcy.

You're not quoting fees. If they ask you, "Well, how much do you charge?" What you want to say is that's why I need you to come in. I need you to put this information together. Based on this information I'll be able to tell you the hours involved etc., etc. By the way, this is something you can say as what many of my attorneys are saying when they get push back on the charge of the rates. You say I can quote you a rate that's the lowest price in town. Then when you come in to meet with me, it's different because I realize I'm going to have to put more hours in. I'm not saying you're going to choose me when you come in for this initial consultation. I just need time to look at it, so I can give you an honest price.

Here's how I want you to handle that. Once you're done with step one and step two, you ask them the question, the transition question, "Do you have any other questions for me before I tell you about the next steps?" If they say yes, then you say okay what do you have? If they say no, it's simple, great. The next step for us is to meet. I can identify if a bankruptcy is right for you. Tell me what would work better for you? This time or that time? Give them two times to choose from.

As I said the key thing here is this is what's working right now in the marketplace. Now obviously once you get the information, if they don't want to set an appointment, then what I would recommend is putting them into our automated lead follow-up system, which I know many of you have set up. If you don't have that set up, call us. We can share it with you. We'll include that strategy call in this pdf. The automated lead follow-up system is an automated process where you don't even have to follow up with them. All you need to do is get their email address and the computers do everything. All the emails are already pre-sent for you.

As things change I'll update you so we can continue to enhance your practice. I know right now with filings down every little bit helps. That's why I was so excited to bring this information to you for your clients.

If you have any questions, you can email me at [philip@720creditscore.com](mailto:philip@720creditscore.com) or call me directly at 310-779-3898.

Have a great day.