

# July 2015 Strategy Call



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## Best Practices: How Attorneys are Selling 720

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### Downloads from this call:

- 1) [Click here](#) to download the recording of this July 2015 Strategy Call.
- 2) [Handout](#): "How to sell 7 Steps to 720 Credit Score: Best Practices from Other Bankruptcy Attorneys"
- 3) [February 2015 Strategy](#): "How Sagaria Law Added \$281 to His Case Value."
- 4) [June 2015 Strategy Call](#): Interview with Jose
- 5) [May 2014 Strategy Call](#): Chapter 13's

## Call Transcription

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On this month's call, I am going to talk about the best practices that our current attorneys are using to sell 720 to their current clients, past clients, and new leads.

This all started on the February 2015 strategy call, where Scott Sagaria, from Sagaria Law, shared how he's adding \$281 in case value to his average case. I started getting calls from our other partners and we started having conversations about different ideas.

It goes without saying that the bankruptcy market right now is very difficult. The question is, how are some bankruptcy attorneys adding profitability other than just cutting their fees?

By no means would I say that all of our attorneys are selling it. I would say it's somewhere around 60/40. When I say 60/40, 40% are selling the program to their new clients. A large majority of them are selling to their past clients. This is when you're talking to new clients and they don't need a bankruptcy. This will work with new clients that may just need credit repair, new leads. This will work with past clients, people who have discharged in the past. For current clients, if you don't want to include 720 as part of the bankruptcy.

I want to start off by reminding everybody how our system works. When you enroll someone into the program, they get a series of emails over the next few months talking about which credit lesson they should watch each week.

This goes back to why, from previous strategy calls, when Rick Abelman and Phil Boardman, attorneys who have been in the program for years, they say that their referrals have increased. They believe part of the reason is because of 720. When they have people walk in their door saying, "I want what John had, my friend, you know, that 720 program," it's a different type of lead than a lead you're buying from Lead Rival or Total Attorneys.

I want to start with that premise. Keep in mind, everyone you enroll is a new possibility of impacting their life in a positive way which can turn into a happy client. Much different than other bankruptcy attorneys.

The second thing I want to point out is that, after doing this for 15 years now, one thing has become abundantly clear. I didn't really understand this in the very beginning. People don't care about a credit score. The only thing they care about is what a credit score will give them. Which is why you need to prep that the right way.

The attorneys that have tried to sell this and don't prep it the right way, don't bring it up in terms of what a credit score will give them, they don't have success in selling it, because first thing, going through a bankruptcy, they want to wipe their hands clean of credit. They don't understand how they're going to overpay on that car, overpay on that car insurance, and really understand how this will have a significant impact on their life. They're not going to buy it from you, no matter what the price. You could be giving it away, they won't watch the lessons. If they don't watch the lessons, they're not going to have the impact.

Let's start going through the handout that I emailed everybody. You can download that [here](#). At the very top, it says, "How to Sell 7 Steps to 720 Credit Score: Best Practices from Other Bankruptcy Attorneys."

We have attorneys who are selling 720 anywhere from \$99 to \$350. That being said, the majority of the attorneys are selling it in the \$150 price range. Really, going to what I said about the referrals, the goal is to enroll as many people as you can, for one reason: the more people out there who are talking about you, the more people that have raised their credit score and have gotten that better car, gotten into a home after their bankruptcy, the more likely they're going to be able to introduce you to someone, or brag about you to their friends and family.

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As you're going to see, there's seven points that I'm going to talk about.

**Number One: Car Example.** This goes back to what I just said. People do not care about a credit score, they care about what a credit score will give them. The easiest way to make this abundantly clear for someone is asking the question, "Do you see yourself getting another car in the next two, three, four, five years?" Or, you could say it in a different way. You could say, "Do you see yourself needing a different car in the next two, or three years?" When you ask that over the phone to a new lead, you're going to get 99% of the people that say yes to that answer.

What you want to point out is you want to talk about these factors:

1) If they got a new car today, with a 720 credit score, according to My FICO, they're going to get the best interest rate out there. It's going to be around 3%. You pause for a second. Then you go into the second part.

2) If they had a 659 credit score, just 61 points lower than a 720, their interest rate jumps, according to My FICO, to a 10.44%. That is a 300% increase just from 61 points.

Now, I want to point something out. Your client knows that they don't have anything close to a 659 credit score, because the majority of Americans think that a 659 credit score is a good credit score. Tell them that most of your bankruptcy clients have a credit score between 500 and 550. You can leave it there, and it's powerful enough.

If you want to take it one step further, you can say, "For people who have between a 500 and 550 credit score after bankruptcy, they don't just overpay by 7%. Their interest rate doesn't just go to 10%. Their interest rates go to 20% and 25%.

Let me just share with you what this means, in terms of real dollars. Comparing an interest rate from 3% to 10% on a \$15,000 car is about \$100 a month. It's \$100 extra they're going to be paying. The difference between a 3% interest rate and a 20% or 25% interest rate is \$250 a month on a \$15,000 car. \$250 a month, \$3,000 a year.

From that perspective, fortunately, I saw this with my clients, I saw how my clients were overpaying on their cars, overpaying \$200-\$300 a month, depending on the size of the purchase of their car. I realized that I needed to do something different. This is you talking. I needed to do something different to help my clients.

I searched far and wide for a program that could help my clients improve their credit score after bankruptcy. I found the best one around. This isn't credit repair, this is a way to teach you how to rebuild around the bad credit. You can have a 720 credit score in 12-24 months after your bankruptcy.

As you can see here, and then you reference our website, at [720creditscore.com](http://720creditscore.com). Just go to 720 credit score and click on the 7 Steps to a 720 Credit Store link. You'll see that it's \$1,000. You're showing them that this is \$1,000. Because you buy it in bulk, you get a significant discount that you pass on to the client.

My point is, whether you're selling that for \$99, \$79, or even \$59. Say you're on the low side. You're still doing two things. You're adding value to the client's life, which is going to produce a potential referral, and second of all, you're making money on every sale. Of course, the more you sell it for, the more profit you'll make.

Starting with that example of the car. It's critical that you make it "real" for the client and explaining to them why having a high credit score is important should be very important to them.

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**Number Two: Payment Plans.** Offering payment plans will help your sales go up. The lower the payment plan, the better. Even if your client only pays the first payment. Let's just say you have a three payment plan of \$39, or a four payment plan of \$39. Say they pay the \$39, and they don't make any other payment. Let's just say the debt goes bad. I've had some people ask me, "Should I take them out of the program if they don't make the second payment?"

Here's what I have learned after I sold this to 12,000 individual consumers before I started partnering with bankruptcy attorneys. I never took anyone out of the program. If they made a first payment, and they stopped paying, I just said, "So be it." Because I believe that when someone stops making a payment, they know in their heart they're not making the payment. They know that every week they're getting this other email from you regarding access to the program.

Whether they make that second payment or not, let's hope they do use the program, let's hope they do take advantage of it, because the likely hood of them referring you out of guilt is higher.

My point is this: even if they only pay the first payment, you're still getting potential referrals, and you're still making money on that first payment no matter what, and your sales will go up.

**Number Three: Commissions.** Whoever is doing the selling of the program, whether that's at the intake meeting, 341 meeting, or past clients, my top attorneys who are selling this are incentivizing the sales person so that they make more sales. For example, if the attorney is not doing the intake meeting, they're incentivizing the person who does the intake meeting, and saying, "Hey, if you sell 720 for \$200, we're going to give you \$40 of that sale."

I have some attorneys that have outbound people who call their past clients. "Hello, Mr. Prospect. It's so and so from this law firm. We're just calling to check in. How's everything going?" "Everything's going fine." "Okay, great. One of the things we didn't have back then that we have for you now, is a program called 7 Steps to a 720 Credit Score. I just want to share with you how it can save you on your monthly payments of a car. You were planning on getting a car in the next two, three, four years. Would you like to chat about it?" Then the person making that phone call is incentivized. As I put on here, it's typically somewhere between \$20-\$40 per sale, depending on the price point that it sells at.

**Number Four: 720 Is Easy.** It's very important that you stress to your clients that 720 is not another book to read, it's not another program to sloth through. You don't have to worry about that. It's simple, it's easy, and it's something that is going to take somewhere between 10-15 minutes a week for one to two months.

We have 13 lessons, but some of the lessons are not applicable to clients with bankruptcy. I bring that up because some of the lessons don't apply to them. For example, if they have collections that were all discharged through the bankruptcy, we have a lesson on collections that they're not going to have to do. All this is explained in the program.

It's really important to express how easy it is. I put this in quotes on the handout: "It's as simple as watching one 10-minute video per week for one to two months." People who've just gone through a bankruptcy, this is an important aspect, that it's really simple. When they're really simple, tie it to the car example, you're going to easily raise your credit score, which will save you hundreds of dollars a month when you get your next car.

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**Number Five: Intake Meetings for Chapter 7's.** For my clients that are selling it, and this is something Jose talked about last week. He added another line item in their fee agreement. If the person's price is sensitive, lower the 720 fee, you can lower it, put it on a payment plan, and obviously, you still get the bankruptcy at the lower price point. For those that decline, for people that don't want 720, just scratch it out on the fee agreement, and then offer it again to them at that 341 meeting.

Let me bring something up that Jose brought up on last month's strategy call. If you haven't listened to last month's strategy call, June 2015, please spend 20-30 minutes listening to that because it's very unique.

For the last 13 months, he did 400 intakes. Of these 400, he retained 301 clients. Of the 301 clients that retained him, about 200 bought 720. It was like 67% of the people bought and paid for 720. Keep in mind, Jose is not an attorney. He's an independent contractor that works for attorneys. He can't change pricing and all that stuff. He did 400 intakes, 301 retains, and about 200 people, that's 67%, bought 720 at a \$199 price point. He never went lower, he never went higher, it was at a \$199 price point.

When he dug into the numbers, something interesting happened. He noticed that prior to 720, this was before the 13 months when he was using 720, his average case value was about \$1,800. He thought, "This is going to be great. I can sell 720 and I can get my average pay value of over \$2,000." That's what his mindset was.

What he found is that his average case value, for his 301 cases over these 13 months, went to \$2,150. I asked, "How did that happen? Because only 60% of the people bought 720, so 200 bought 720, but your average case value went up." What he said was, "What I believe happened is this: the clients that want 720, the clients that want to improve their credit score, they just stopped negotiating. It was like, 'No, this is for me.' The clients that are negotiating, they said no to something, now they feel they've got a deal, so I took 720 off."

My point is, if you want to try selling it in the intake meeting, just add it as a line item to the fee agreement as an outside cost.

**Number Six: Chapter 13.** Listen to the May 2014 strategy call. Our typical attorney that is using this technique for 720 in their 13s is adding around \$500 in their case value to their no look fee by using 720 in their 13s. It's a long conversation, it's all explained in the May 2014 strategy call. It's another way for you to add case value by using 720.

One thing is, when you see that the client is a chapter 13 client, you are not talking about the price of it at this point, you're not talking about if you're going to give it away, you're not giving it away for free yet. You're just saying, "I don't want you to worry about your credit report. I don't want you to worry about your credit score. We're going to show you how to rebuild your credit score. It's all part of our process. I'll talk to you about it when you come in and sign the fee agreement." That's all in the May 2014 strategy call.

**Number Seven: 341 meetings.** After your 341 meeting, you can offer it to all of your clients again. Even if they declined it at the first intake meeting. Some of my attorneys have this follow up form, which is the one I bring up on the third page of the attachment. Before I get there, this is how Sagaria does it. He doesn't do it at 341 meetings, unless I misunderstood it, he has another meeting, which you can listen to. It's the February 2015 strategy call with Sagaria Law. He has a whole other meeting designed, where they sign their papers and they sell it.

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Literally, for him, 83% of his clients are buying his program. He sells it for \$350 for a single enrollment and \$450 for a couple. 83% of his clients are buying it. Once again, it's because the way he's bringing it up. He is not just saying, "Hey, do you want to raise your credit score?" He explains why.

On the last page, I have an example of what many of our attorneys are using. You use your letterhead. Basically, I have some attorneys that have all their clients sign this. It's like, "Yes, I want to take advantage of this special program." "No I'm not interested." They check whatever they want. One time fee, three, four payments. Or, "No, I'm not interested in raising my credit score at this time," with the debit authorization.

Another think I want to point out is something that Scott does. He says, "Here are the fees, and you can buy it today for this price. After today, the price goes up." He talks about it in the February strategy call.

Thank you for your time. If you have any questions, feel free to call me directly on my direct line.