

August 2014 Strategy Call



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Part 2 of 10 - 720 and Your Front Office

Objective:

How to use 720 in your Front Office, so that your team can secure more appointments.

Downloads from this call:

- 1) [Click here](#) to download this August 2014 Strategy Call.
- 2) [Click here](#) to download the June 2014 Strategy Call (720 Scorecard)
- 3) [Click here](#) to download the March 2014 Strategy Call (Building an automated lead follow-up system)

Key Points:

Booking an appointment over the phone is dependent on these three things:

- 1) The person answering the phone.
 - Are they friendly?
 - Are they genuinely interested in what's going on in the clients' life?
 - Are they helpful?
- 2) The message.
 - Is your staff person allowing the client to talk and feel "heard."
- 3) The "Hook"
 - What makes your firm different from the other 22,000 firms out there?

Call Transcription

Hello everyone and welcome to the August 2014 Strategy Call.

This call focuses on your front office staff, and how well they are incorporating the “Future Based Theme” into their first conversations with future clients.

This is a continuation of the June 2014 Strategy Call where I discussed the 720 Scorecard, where our partners can see how well that are implementing our program into their practice.

As a reminder, all of the ideas that I mention on this call and all other calls are ones that I gather from speaking to our partners every month. I don't make any of them up; they are all proven strategies that I know are working for others.

How do you create a future-based theme the first time someone calls your office?

Let's start by talking about what the typical office does. To find out, I spend lots of time calling law firms to see what their front office says when I call. In fact, I called a couple this morning, before this strategy call.

Typically, when you call a bankruptcy firm, their main goal is to schedule an appointment with you, a “free consultation.”

It is SO predictable. Every law firm in the country offers the same thing, a “free consultation.”

Let's deconstruct this initial call a little bit, and put ourselves in the clients' shoes.

For one, they are nervous. Who likes to call a bankruptcy firm to admit to their mistakes and discuss their financial situation? They are also very unsure about what to do, as they don't want to continue making those same mistakes that have been tormenting their lives for however long. They also don't know who to trust; most likely they are not talking to anyone about their debt, and they don't know if they can trust you or anyone else for that matter.

So how are my most successful partners closing that gap?

In these three ways:

- 1) The Person
- 2) The Message
- 3) The Hook

Let's start with #1, “The Person.”

My top partners have someone on those initial calls that fits these three descriptions:

- 1) They are friendly.
- 2) They are genuinely interested in what's going on in the clients' life.
- 3) They want to help.

It really boils down to these three things. When you think about the person who answers your phone, how would you rate them on friendliness?

What about how interested they are in your clients' life? Do they care about them at all?

What about helpfulness? Do they genuinely want to help your clients?

If your front-office person does not fit these descriptions, you have the wrong person answering the phones, and it is impacting the number of clients that retain your services.

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Let's move on to #2, "The Message."

My top partners have trained their front-office staff to start the call by allowing the client to speak. When someone calls your office and says they are calling to gather more information about your services, the staff member should not proceed in their speech about your law firm and trying to schedule a "free consultation," their response should be "How can we help you?"

Let the client talk!

Once the client starts to express their concerns, the follow up should always be a question. This will get the client to open up and feel more comfortable and also help you figure out what it is that they need.

Some examples would be:

Client: "I am worried about my debt."

Response: "What are you worried about exactly?"

Client: "I can't pay my bills."

Response: "Tell me about your bills... what kind are they?"

Client: "I'm calling about the possibility of filing bankruptcy."

Response: "What do you already know about bankruptcy, so I'm not reviewing things you already know."

Bottom line is this: You want them to talk, talk, talk and talk.

My top partners tell me that when their clients feel "heard," they will always choose them.

For this to happen, you need a front-office person who fits the description I mentioned earlier:

- 1) They are friendly.
- 2) They are genuinely interested in what's going on in the clients' life.
- 3) They want to help.

Once again, our top partners are not pushing to schedule an appointment right off the bat. When this happens, you are putting too much pressure on someone who is already overwhelmed enough to begin with. You want to build a connection with the client so that they trust you and see the value that you can bring to their lives. Once you feel they connection, then proceed to booking an appointment.

Compare this to buying a car. How often do salesmen try to get you in their office to crunch numbers, etc. before talking to you on the lot and finding out what your needs in a new car are? If they spent more time with you discussing what it is you are really looking for and if they're cars are the best fit for your lifestyle, wouldn't you be more inclined to step into their office and discuss next steps?

Closing before you have built value is the worst thing you can do. This is when people feel pressure, and they walk away (or hang up).

The main thing is to "bond." And you can bond with them by asking them questions and getting them to talk. Then, once you understand their needs, ask for the appointment.

Transcription, continued...

This leads me to my third point, "The Hook."

What makes your firm different from the other 22,000 firms out there? You help people get their life back to normal fast!

Remember, after a chapter 7 discharge or a chapter 13 confirmation, they can start rebuilding their credit using my program, and have a 720 credit score in 12-24 months.

I can tell you one thing for certain, no other law firm is telling their clients that when they call their offices. Nobody!

The key is to not bring this point up in the very beginning. It is more of a bonus.

Think about it this way: Pretend you have a sore tooth and you need to find a new dentist.

You call one office and the prices sound reasonable and they can get you an appointment right away. And then they tell you this:

"Oh and by the way, all new clients that come into our office also receive a free teeth whitening session. So yes, we can fix your tooth and at the same time we will whiten your teeth for free. Would you like to set up an appointment?"

What are you going to think? You are going to say, "WOW, this is great!" Out of all of the offices I called, there was no other dentist offering free teeth whitening, so I am going to choose this dentist.

So, how would you do this when someone calls your office for more information? Simple. Once you start the bonding process and get them talking, then you simply say something like this:

"Oh and by the way, if you are worried about how your bankruptcy will impact your credit score, that should be the least of your worries. Let me explain."

Or, maybe this:

"Would you like to know how our firm helps you rebuild your credit after your bankruptcy? Let me explain."

Or, maybe this:

"Would you like to know the real reason why people use our firm? It's not because we can handle their bankruptcy, of course we can do that, it's really because of how we help our clients rebuild their lives after their bankruptcy. Our goal is to help our clients get back to normal as soon as possible, and we do that through a program called "7 Steps to a 720 Credit Score."

Once this is said, you ask them if they would like to make an appointment.

If they push back, don't push it. I would then ask them if they would like more information sent to them via email.

If you can get their email address, great! You can then put them into your "automated lead follow-up" system that we created for you. If you did not listen to this strategy call, please let us know.

Transcription, continued...

In closing, it boils down to these three things:

- 1) The person in your staff who will be talking to the client for the first time should be friendly, interested in the clients' situation, and helpful.
- 2) The message that is said to them. Are you letting them talk and are they feeling "heard?"
- 3) How you "hook" them.

Obviously, this doesn't work every time. You are going to get people who just want to know the price and that is fine. You are also going to get people who don't want to talk or open up, and that is also fine.

This is not going to work every time, but according to my most successful partners, whose businesses are growing even with filings being down, it works between 65-75% of the time.

If you have any questions, please let us know. Also, if you need more personal training, let us know. We can get you on the schedule right away.