

OVERCOMING OBJECTIONS

RECOGNIZING AND DEFLECTING COMMON OBJECTIONS

Recruiting and Selling the Pre-Paid Legal Business Opportunity

Time

I DON'T HAVE ANY EXTRA TIME RIGHT NOW.

- To start part-time all you need is two contacts a day. For the initial exposure if you are talking for more than 2 minutes you have said too much. Stick to a basic introduction...Let the tools do the talking. Now, do you have four minutes a day to devote to trying something new?
- I completely understand your situation. That's why my business partners and I excel in helping new associates, without a lot of extra time, get started. If you want to go ahead and get started today, we can work through your warm market and my associates and I will make the contacts on your behalf. In that way, we are helping you get started in your new business and more importantly helping you get paid. Why don't we try sharing this information with five of the people you know and see what happens?
- I totally know what you mean. That is why I want you to look at this business opportunity. Instead of simply making money from your own labors you will also learn to leverage yourself in order to make money from the actions of others. Let me explain how leveraging works and how it can result in the extra time you are missing.
- I understand exactly how you feel, I felt the same way, but what I found is that this company will give you the time you don't have without cutting into your current schedule. Let me ask you a question. If I can show you how to make a lot more and have a lot more of your time back would you be willing to take a look at it?
- Thanks for bringing that up. I appreciate you sharing that with me. May I ask you a question? Would you agree with me that the definition of insanity is doing the same thing over and over and expecting a different result? If you keep doing what you're doing do you think that over the next 5 years you will have either more or less time? I understand that you're busy and that's why I am willing to take your contacts & credibility and marry them together with my time and knowledge. I'll do the work and you'll make the money. Does that sound fair? In other words, you know people that I don't know and I have the time to work with those people that you don't have. And by working with your contacts we can build an organization so that you can begin creating some additional income that will result in the time freedom you are looking for. How do you spell your last name?
- I know how you feel, I felt the same way, but you know what someone told me? They asked how I liked being so busy all the time. Then they asked if it was ever going to change. I told them probably not. They also told me that if I keep doing what I'm doing, I'll keep getting what I've been getting. They said I should not let my REASON to do this business become my excuse to not. I suddenly realized that I had a choice to make...to either stay busy and miserable or to start this business on the side and over time build up passive income so I'd get my time freedom back...which is already happening. You need to do what I am doing!
- Great, we are always looking for busy people! I like to align myself with professionals who are busy because they have lots of contacts and I have the time to invest to work as a business partner with them. Busy people are action driven and always have contacts. I partner with them and meet with their contacts to help them build their business.

- I understand just how you feel; most people don't feel as though they have any extra time. I don't know if this business is a fit for you or not, but let me tell you about the two ways to build your Pre-Paid Legal business. The first is the active way. This is where insurance agents or other businesses with current clientele actively present the membership to their current clients. The second way, and the method I think you will be interested in, is the passive method. You simply give out a website, telephone number or tool and then simply get back with your prospect at a later date. The passive method can be employed part-time from home. Do you have the time to pass out a DVD and make a telephone call?

Money

I CAN'T AFFORD TO SPEND THE MONEY NOW.

- How about this? We can invite some of your friends and family to your home, my home or a restaurant and we'll have a private business reception (PBR). We can then take some of the money we make and put it towards your associate fee. How does that sound?
- I completely understand what you are talking about. With the current state of the economy many people are experiencing tough financial times. So, would you agree that an extra income would make your life easier? Great, let me explain how our business works...
- I understand exactly how you feel, I felt the same way, but what I found is that this business has changed my life and my financial future. Let me ask you a question. What would it mean to you and your family to never again have to say that you do not have the money? That's exactly why you must take a look at our company.
- How would you like to be in a position where you never have to utter those words again? Well, what I mean is if I could show you a way to create some positive cash flow without interfering with what you're currently doing, would you be open to taking a closer look at how the business side of our company operates?
- How long do you want to remain in that position? Do you believe that what you are doing now will bring you any additional income? Is this a good time to be building someone else's dreams or is it about time to get serious about starting on your own? How much longer can you afford to wait to begin building your own dreams?

BUT I NEED A JOB.

- Well, this isn't a job. It's a business. But it's much better than a job. Instead of just trading your time for money, this can set you free. Do you have another quick minute? I would like to invite you to listen to a recorded overview call; it's literally 90 seconds long and will help you determine if this is something you'll want to hear more about or not. (3-way them into a sizzle call)
- I understand your feelings and I recommend keeping the regular pay check you have now, but at the same time look at building your business with us part-time. This way, while you retain a regular paycheck, you can build your business and start generating an additional part-time income.

Need to think about it/Talk with spouse

I WANT TO THINK ABOUT IT.

- Ok, but the longer you think about it, the longer you delay improving your personal situation as well as the lives of others by building a team. If you don't start improving your financial situation today you can not expect it to get any better.

Whatever the current associate entry fee is remember that the normal price is \$249.00. Be sure to remind your prospective recruit that the entry fee is a special limited time offer and you are not sure how long it will last. If they do not sign up and get started immediately the entry fee may revert to \$249.00.

Pyramid Scheme/Business doesn't work

THIS SOUNDS LIKE A PYRAMID SCHEME TO ME.

- Pre-Paid Legal Services, Inc. is a publicly traded company on the New York Stock Exchange under the symbol PPD. We are an open book and file reports quarterly with the Securities and Exchange Commission (SEC).
- Do you mean is the opportunity structured as a network marketing business like Mary Kay or Amway? I know how you feel; I had those same concerns when I first got started. However, the business is structured more closely to that of an insurance agency than it is to a “pyramid scheme.” The pay plan is similar because in its infancy the network marketing industry copied the business structure of the insurance industry. So, the answer to your question is no. Pre-Paid Legal Services, Inc. is not a “pyramid scheme” and if a comparison must be made the business opportunity and compensation plan are structured similar to what one would find in the insurance industry.
- By definition a pyramid scheme is a non-sustainable business model that involves the exchange of money primarily for enrolling other people into the scheme, without any product or service being delivered.

Pre-Paid Legal Services, Inc. has been in business for over 35 years. Also, in 2007 the company completed its fifteenth consecutive year of continued growth of both membership fees and cash flow. Our longevity and continued growth clearly conveys the sustainability and soundness of our business and financial model.

Our Company is product driven. Without the sale of a Life Events Legal Plan or Identity Theft membership there are no commissions paid. No amount of recruits brought into the business will generate commissions without the sale of the product. Further, we have many individuals involved with our company who are not interested in recruiting and make substantial incomes through their own personal sales.

MY FRIEND, BROTHER, MOM TRIED THAT AND DIDN'T MAKE ANY MONEY. OR, I'VE BEEN IN NETWORK MARKETING BEFORE AND THEY NEVER REALLY WORKED.

- Have you had the privilege of working with a company that is publicly traded on the New York Stock Exchange? Have you worked with a company that gives you the ability to have daily direct deposit into your bank account? Have you worked with a company that doesn't require recruiting and still offers the ability to obtain residual income from the products that you have personally sold? Clearly you can see that all of these things are just a few of the differences that Pre-Paid Legal has that you haven't experienced before. The other businesses haven't worked for you in the past because you didn't have a company that was as solid as we are.
- Thanks for sharing that with me. What do you do for a living? Wouldn't you agree with me that there's a right way and a wrong way of doing (type of business they are in)? The same applies in our company. I am working with a winning team that is doing things the right way. Hang on while I introduce you to my business partner so you can get a better feel for the caliber of successful people I'm working with.
- I do too. The people I knew who said they “tried it and it didn't work”, obviously did not get trained properly by people who were making six figures doing it the right way. Plus, Pre-Paid Legal has improved the system dramatically in the last year. The business works for those who work it, the shame is that the people you know are just like the people I knew, in that they were not serious and did not take the time and make the effort to do it right.
- Was your friend in sales? That was the problem, this business isn't about selling, it's about sharing. Pre-Paid Legal Services, Inc. has already placed their best salesman on the tools so that you don't have to worry about selling. That's probably why your friend failed because he tried to sell. Pre-Paid knows people don't like to be sold so we let people make up their own mind after they have seen the facts. That's why all you need to do is pass out tools and follow-up by asking if they liked what they saw.

JUST TELL ME OVER THE PHONE.

- I wish I could. But 90% of what we do is visual and if I tried to tell you over the phone, I'd be doing you a disservice. It will only take 15 minutes. Will you be in your office on Thursday?

I'M WORKING WITH ANOTHER PRODUCT....JUICE, TRAVEL, VITAMINS.

- What percentage of the people you are selling your product to are potential buyers? (The number is usually less than 50%) Exactly, not everyone is into juice or vitamins, or are looking to go on vacation; however 100% of those we meet are potential victims of identity theft or will need an attorney.

PROSPECTIVE RECRUIT REFUSES TO LOOK AT INFORMATION OR TOOL AND SAYS THEY ARE NOT INTERESTED.

- Do you always make your decisions based on no information or knowledge on the subject? I thought you would have been the type of business person that makes decisions only after reviewing all the available information. Wouldn't you agree that you would be in a much better position to make an informed choice after you have reviewed this information? Would you buy a new car without researching the make and model? Would you purchase a new house without knowing anything about it? Watch this video and then let me know if you still feel the same way.

Don't like sales/can't sell

I DON'T WANT TO (OR KNOW HOW TO) SELL.

- That's great because we are not looking for salespeople. This is a membership that has been underexposed for the last 35 years and consequently people just are not aware of what we have to offer. We let our tools do the selling and allow people to make intelligent decisions based on a professional presentation of our membership and opportunity. You are the messenger not the message.
- I can respect that. However, we are not looking for sales people. Let me ask you a question. Do you like helping people? Do you share with others things that you believe in? Great, that's all we do! Let me ask you another question. If I help you get started, show you what to do and you are able to earn money in the process would you be more receptive to this opportunity? That's exactly why you have to take a look at our company.
- Have you ever eaten at a great restaurant or seen a good movie? Did you mention the movie or restaurant to a friend? Did either of them pay you for the recommendation? This business will do just that. By simply recommending our service to your family and friends, you can generate a substantial income through recommendations as opposed to sales.

I DO NOT KNOW MANY PEOPLE.

- You don't need to know a lot of people to be successful in this business. As a matter of fact many times you will have better success with the people you do not know. *I then tell a story demonstrating this fact...about getting a new recruit from calling a telephone number on a business card I picked up.*
- Whether you know them or not you deal with people every day. You may not have more than a working or casual relationship but that is all that is needed to make an exposure. Instead of driving thru walk in...instead of paying at the pump go inside. We all meet these people during our daily activities so why not make an extra effort to create a relationship or order to make an exposure.