

PILMMA

October Intake Training

Audio Transcript

Hello everybody. It's Chris Mullins, the phone sales doctor. And just want to make sure this is recording. It is recording again. It's Chris Mullins, the phone sales doctor with another one of your monthly pill, mama phone success sales training sessions. Before I begin with playing this month's call and critiquing this month's call. I just want to make it a couple of comments to you.

One is it doesn't matter. You know, when you, when you're listening to these training sessions, I play and work with all kinds of different law firms. So, I mean, it could be personal injury, it could be bankruptcy. It could be family law. It could be a social security. It doesn't, it doesn't really matter the principles and the concepts that I am teaching,

I was saying for all types of law firms. So sit back and listen to the call, critiquing that I do and take notes, the empathy, the salesmanship, the language, the tone, the intimacy, the conversion, closing the deal, all these things that I'm teaching you every month and reminding you of every month is the same for every single practice.

So it doesn't matter if you're a small law firm. It doesn't matter if you're a large law firm. It doesn't matter if you're doing mass torts. It just, it doesn't matter. The tips and the coaching is the same. Your job is to apply the skillsets to what you currently do. So to take the information that I'm teaching you and just transfer it into the calls that you do,

to be perfectly honest with you, we might, we might probably, probably, I guess we probably will do a session on something like this, not too long down the road, but it seems that the same for outbound phone calls. So making outbound sales phone calls every it's, it's the same, the advice, the tips, the coaching, the training,

all of it is the same. So you could absolutely apply it. So don't just sit back and enjoy what, whatever practice it is. I'm playing a call recording for. Okay. Very important. One of the things I wanted to say to everybody is many of you, and thank you so much. I really appreciate, I consider you my students.

I really do consider you my students, but many of you have sent me in your wills. W I L is what it, how you spell it. So it's called wills. I'm just reminding you because you might be new this month. So w I L S wills what I learn. So I'm just saying, well, okay. So what I learned is what it's called and you've been emailing me what you've learned.

So just keep doing that, listen to these sessions each month and sit back and make notes on what did you learn, okay. Or maybe it was refresher for you. Doesn't matter how you look at it. And it's good that you do this every single month, because this is a building process. You're trying to change habits and behaviors. So it's an ongoing building process and it takes time and you need to hear the same thing over and over and over again.

But so you come to class with me like you're doing right now. You make notes. You, you make a list on how y'all going to apply those new skillsets or those refresher skillsets in your intake phone calls. And then you have a whole month to practice it from one call to the next. And then when you come back to class, the next time you get,

you can ask yourself, well, how am I doing with that? Have I improved on that? So it is an ongoing building process. So those are the couple of things I want to say, but send your wills in what I learned or are what you were reminded of or refresh, or however you want to look at it. Just send them into me,

just say, what law firm you with and who you are. And you can email them to phone success, doctor@gmail.com. So keep doing that foam success doctor@gmail.com say, Hey, Chris, here's what I learned when I watched the webinar, or I listened to the webinar this month. And, and I will reply back to you. So I want to thank those of you that have been doing that.

It's really been great. A couple things I wanted to, before I go ahead and play this month's call. I just wanted to remind you of a couple of things and share a couple of things with you. So here's some great empathy phrases that you can write down and you've come up with your own language for empathy, but these are, these are great for you to write down and you can just have one little cheat sheet and grab them,

or just create your own, but have a cheat sheet, maybe of say three to five empathy phrases right at your desk. That way, when you, when it's time to apply empathy during your conversation, you can just look at your cheat sheet and help you to get that habit and behavior. But first your mindset has to be in the right place.

That empathy is critically important. Here, here are some, and you can plug in the type of practice that you're with. It doesn't matter, but you'll get the idea. The phrasing is the same. So one statement might be this must've been really scary for you. I'm so sorry. This happened to you. You've called the right place. So that's one example.

That's a great question. We get that question all the time is another example. Let me make sure I understand what you said, what you just said, and then repeat back what they said to them and ask them if you got it right. I'm using all the one mrs. Mrs. X. I want to know that. I want you to know that you absolutely made the right decision calling today.

I'm here for you. My next question is, so now that that was empathy. And then you were redirecting to try to get back to where you want to be with your screening questions. I couldn't imagine being in your shoes. It sounds like you're in a lot of pain, how terrible this must be for you. Those are just some examples of empathy.

And again, you can apply to any law firm. You can tweak them a little bit to work more for the type of conversation that you're having. Here's some examples on salesmanship. Okay? So

again, you could come up with, I would say five different phrases of salesmanship language on a little cheat sheet and leave it at your desk so that you can just use that and weave that into your conversation.

As you're speaking with your prospective client, and you might need to tweak it a little bit, depending on the kind of practice that you're with, but you'll get the idea. So if you have a little cheat sheet, you know, of three to five empathy phrases, and then a cheat sheet of say like five salesmanship phrases about your law firm, and you've got them right there at your desk,

you can just weave them in the conversation. There'll be at your fingertips. You won't have to kind of think about it. And we know it it'll be a habit and behavior and you'll get the idea. You'll you'll create even more, but here's, here's just some examples for you. Let's see, we get calls like that all the time. Well,

we get calls like this all the time is what you would say. Another would be. You don't have to call anyone else. We'll take care of you. You can trust us. You don't have to look any further. I'm here to help you. This is what we do here. We help people just like you every day. We'll handle all the details for you.

You don't have to worry anymore about chasing insurance companies or doctors. So that's an example. And you would plug in what applies to your type of a law firm. This is when you need us the most, we provide free consult and we have a proven track record. Don't worry. We'll tell you what to do every step of the way. We'll tell you what we're doing every step of the way.

We'll constantly be communicating with you. Another your health is the most important thing to us. We would like to be your attorneys. We can help you. How does that sound to you? Getting them to engage with you and give you some feedback instead of you just talking to our entire law firm is behind you. We would love to be your law firm to help you and get you,

get you what you deserve. How does that sound? So those are just some quick examples, just little examples on salesmanship and empathy, but those cheat sheets are really key. Okay, I'm going to go ahead and play this call and as always, just try and get a little closer to the desk care as always, I will fast. I, you know,

these are real recorded prospect calls, so I will fast forward throughout the call. If I'm trying to, like, if I don't want the name of the law firm to be mentioned, or their phone number or, or some kind of information that maybe, you know, we don't, we don't want to mention during this training session, if that makes any sense to you,

it was, it's easier doing it that way then going through and editing out everything. Okay. So that's what I'm doing. If you notice that, let's see. Okay. So the first thing, the first thing that I wanted to tell you is, so for those of you that have our five step relationships, sales, conversion script that we, that we teach and that we coach on the first step in answering the phone for your law firm,

the greeting that we teach in step number one would be, which is part of the five steps would be welcome to call to your firm. So you're going to, so you would welcome them to your firm and the way you would do that. It wouldn't say, thank you for calling you and saying, welcome to XYZ law firm. This is Chris speaking.

How can I help you? So that's how you would start the conversation. That would be step one of our five step relationship sales conversion script. And then, and then let's just say, they say, yeah, I need, I need a bankruptcy attorney or a bankruptcy lawyer. I'd be happy to help you. May I ask your name? And then they give you their name to you,

and then you would continue on. So that will be step number one, step. Number one would be welcome to XYZ law firm this is Chris speaking. How can I help you? Yes. I need to talk to so many about bankruptcy. Oh, I can help you with that. May I ask your name? And let's just say they say Mary,

and then you would continue on that process. And, and I'll talk to you a little bit more about that throughout playing this call, but that's really how you should begin your phone calls. That's really how you should start your phone calls. The whole idea here, as a reminder is you don't want to be sounding like a law firm perspective. Clients will call three to five law firms,

your competitors before they make their final decision. It doesn't matter how wonderful you are, how great you are, how terrific you sound. Honestly, they're consumers. They're going to do their due diligence that under their homework, they're going to call around, shop around whatever you call it. And what you want to do is you want to like a law firm at all question,

answer, question, answer, question, answer, licensing, registration. You don't want to sound like a law firm. You want to sound like the four seasons. You want to sound like a Ritz Carlton. In fact, you know how it is all of you, your consumers. So you, you go to businesses in person or you call businesses over the phone,

forget about law firms for a second, just businesses in general. You and I do this all the time. As consumers, we call businesses and we visit them and we go see them. And you know, for the most part, I think we could probably all agree that the customer service and relationship experience that we get when we call businesses or go to visit businesses ourselves as consumers is really not good.

It's just, it's just not great. So what you want to have happen is when somebody calls your law firm, not only do you not want to sound like a law firm, you, you want them to be shocked when they hang up. You want it to be a no brainer for them to choose your law firm, because not only did they have an incredible experience with your law firm compared to the other law firms,

but they're also comparing you to all the other businesses that they have communicated with themselves. They have nothing to do with the legal world. So they're forming an opinion and a judgment based on business in general and customer service. And they're like shocked. They

just never had a customer service experience or even a sales experience or experience in general, like they had with your law firm.

That is what you're going for. That's what you're shooting for. And that's what I'm trying to teach you every single month. Okay. I'm going to start this call. And again, like I said, I'm going to have to fast forward and, and stop and things like that. Okay. So listen closely and sit back and take some notes. Let's see.

I'm just going to fast forward for a second here. Hang on one second. It gets a little tricky. Okay, here we go. And this happens to be a bankruptcy law firm. And the really cool thing about this one is it's not just an intake specialist on this one. This is an intake specialist. It does their portion, but then they pass it off to a lawyer.

So we get to have, get to see how we both, both professional people handle a call. So here we go. I might've gone a little fast-forward a little, a little bit too much, but you'll get the idea. Okay. So, so far the gentleman says, I want a bankruptcy lawyer though. He said, it's just the first time calling in.

And he says, yeah. And this would be a great place to do some salesmanship. And so I'm looking at my, I, I, I transcribe the calls that I played for you to put notes on here. So I'm looking at my notes. So right now would be a great time. The person that she's the intake specialist says, it's your first time calling in.

And he said, yeah. And this will be a great time for salesmanship. So you might say something like, Oh, you made the right decision calling saying, we get calls like this all the time. This must've been a really difficult decision for you to call today. So the thing that you want to keep in mind, like, let's just say with the bankruptcy is people feel fear.

They feel fear and shame and, and they're embarrassed and they're scared when they call. And so you want to comfort them. So those are some salesmanship things that we could say right off the bat, right at the very beginning of the relationship when somebody calls, okay. Now let me fast forward just a little bit. And also like in other law firms,

other kinds of practices, people, they have those same kinds of emotional failings. It's not just bankruptcy. So you want to comfort them. All right. Let me just fast forward here. It's a little tricky. So you just have to be patient with me. Okay. Here we go. Okay. I'm going to fast forward. I fortunately, so what this person did is the first person that answered the phone said,

let me just see if I can get one of the gals, not a good word to use that works with the bankruptcy side to visit with you for a moment. And now, now we're putting the person on hold. They ended up being on hold for, you know, like almost, almost a minute. And that's, and that's, that's too long.

That's just way too long to put someone on hold. If for some reason you have to put somebody on hold, you should make sure that you check back in with them and let them know that you haven't forgotten them. So let me just go ahead and get to the next marker. And here we go. Okay. Now I'm going to fast forward.

Just one more second. We'll you said hi, David. Yes, it is. All right About bankruptcy today. Is that correct? Can I ask what made you decide to make the call today? I love it. Love that that question was asked. Can I ask what made you decide to make the call today? So this is a great job.

This was called emotional pain, and this should be an every single phone call, no matter what kind of call it is, what is it that made you decide to make the phone call today? What got you to give us a call today about bankruptcy or whatever it was? You can customize it. Like it's, it's the emotional pain question. And the reason why this question is so important is because you've got to identify what this person,

I think his name is Dave. And what, what David's personal motivator was for calling today is decision-making factor. The last event that happened in his life that made him decide to call today his trigger, his personal motivator. What was it that got him to call today about bankruptcy? He's been thinking about bankruptcy for a really long time, probably even years,

but something happened to David now, right now that made him say, I can't take it anymore. Can't take it anymore. Got to make the phone call. And the reminder for everybody is people don't like law firms. They don't like lawyers. They don't trust law firms. They don't want to call. They do not want to call a law firm.

It's just not on their list of things to do. So when they call you, what you've got to keep in mind is they're at the end of their rope, they have had it there. They just can't handle whatever it is that's going on in their life. They can't handle it anymore. And your other last hope. So they procrastinated. They tried to get help somewhere else,

say vast family and friends. They've tried to figure things out on their own and they can't do it. And now they're desperate. They are at the end of the rope. And that's why they're calling you. So the good thing about that is the way you want to look at that is this is like, you got to remember, this is not you chasing somebody to call you.

They called you because you're doing the right kind of marketing. You're probably listening to Palma and doing the right kind of marketing that you shouldn't be doing to get these leads to call you, but they called you. So if they called you, they are ready. That's one thing I want you to understand. They are ready to get to that next step,

whatever that means in your law firm, all law firms are different. Their call to action, how they convert the retainer, all of that's different in AI. In many different law firms, but whatever your

closing, the deal means they are ready for step, or they never would have called. So everything that you should be doing while you're talking to them should be in assumptive language mode.

Not like, you know, if you want you, you know, I can send you a retainer and you can sign it now, or you can wait, or if you're ready to make a decision, now it shouldn't be that kind of language. If they called you, it's because they're ready for the next step. They're ready to work with you.

They just need you to hold their hand and tell them what to do, pull them through. Put it's like putting a rope right around their waist and pull them through and help them to make a decision and guide them along. That's the good thing that you need to remember. Okay. It's almost like a done deal. As long as they qualify that you can help them.

Okay. So I wanted to make sure that we understand it's great that she asked that question. I'm really proud of her for that. And I gave you the reason for the question. And here's the thing it's critically important that you understand what the prospective client's emotional pain is. When you ask this question, what their, what their motivator was for asking the reason you want to know that is because now,

you know what their raw pain is, what their real story is. I mean, David's real story might be he's, he's afraid they're going to come and take everything. And he, he saw something on TV a few days ago where, you know, people came to his house and took everything he owned and in his car and they they're gonna, they got take his home and,

and all of that, and they're going to make it so he can't get up those checks in the mail anymore for work. And he's frightened out of his mind. And this just happened a few days ago. And that's just an example. It could be something else. But when you find out what his raw emotional pain is, the motivator that got into this,

I can't take it anymore. I got a call. Then you can remind David of that during the conversation, you can weave it into the conversation. You can customize it into the conversation. As you're asking them screening questions and talking to him. And when it comes time to close the deal. So to speak, to convert, you can remind him that this pain,

that he's feeling, this story he shared with you, his story can go away because now he's, he's agreed to work with you. So those are, those are some reasons for that. The other reason why you want to know that to it. So you want to know what is a motivator is. One is it will help you build a relationship with on the phone and it'll help to build intimacy on the phone,

your competition isn't doing it. You'll know what, how he makes decisions and what motivates him to make decisions. You can remind them of it during the conversation. You said that this was the reason you call today. It's gonna, this, won't be here anymore. Once we start working together, that sort of thing. So it's for relationship building, but it's also for salesmanship.

And it's also for closing the deal, but also it's for later on too. So you would document that information of whatever he told you, and then once you've closed the deal, whomever else communicates with him at your law firm. You know, after let's just say that, let's just say, it's an appointment that's being made or a retainer being signed,

or whomever, whomever talks to him after intake or communication after intake. For whatever reason, when he becomes a client can look back at the records and the notes and see, Oh, this was his emotional pain. This was the story. This was his real reason he called. And now that person or that team of people can remind David of this is what you said that you called us for.

Because now, now once we have a client relationship with him, it's, it's, you know, first of all, it's a challenge in marketing just to get people to call you. You got to spend a lot of time, money, energy effort to get the right people, to call you that when they call you were at the intake place, and now we're trying to convert them to the next step,

whatever it is, it, your law firm, then they become a climate. And now we still have, we have to try to retain them as a client. Clients can go away. They can, they can fire you. They can go somewhere else. They can drop off the face of the earth. So you have to work just as hard to keep them.

So you might need to remind David throughout your ongoing relationship with him, especially when you're trying to influence him to take steps and do things in the process and the client relationship process. You can remind him, wait a minute. You said that this is a good reason you called us. This was what was really important to you. This is how we're helping you.

Do you have to keep reminding people throughout your relationship with them of their pain because they forget when they call you the pain is right here. It's right here. It's right there. They don't, they haven't forgotten it. But then after they have done talking to you and they hang up, it starts to kind of do it a little way. They feel better.

They call, they can check it off. You know, it starts to go away. And then as time passes, it kind of goes away. So you have to know it throughout your relationship and remind them of it throughout the relationship to keep them being a client and to motivate them to do the things that you need and want them to do to help with the case.

Big reason for that. Okay. Lots of big reasons for that. All right. Let me just go ahead and find it next time. Marker. Okay, here we go. Hope everybody's having a awesome time. Had a lot of time. I had a lot of time markers in this, in this particular call. Here we go. Here we go.

The best option. Like I said, I kinda kicking some stuff around with, you know, other options, just trying to find the right one. So we asked him, what is it that gut should have called today? And he said, just trying to figure out the best option. Like I said, I've been just kicking some stuff around, looking at other options and just trying to figure,

trying to find the right one. So here's, here's what I want you to do. So I want you to understand about asking people about their emotional pain. What is it that got you to give us a call today about X question Mark, cause wait for their answer. Don't, don't jump the gun and try to answer the question for them. Just be quiet and Muslim if they do like what David did in his answer back to that question.

Wasn't what we were looking for. That was, that's not his raw story and his emotional paint. He gave a very general answer. He just said, just trying to figure out the best option. Like I said, I've been kicking around some stuff and looking at other options and just trying to find the right one. So that wasn't what we were looking for.

And that can happen. That can happen often where the prospective client doesn't really understand that question, the emotional pain question. So here's what I want you to do. I want you to make another cheat sheet and I want you to list five different examples of real emotional pain stories that you've heard with other phone calls that you've had with real phone calls. So just document like,

like me to like the top five that you've seen to hear of the reasoning that the perspective client decided they had to call today. You don't have to put the name of the client when, and you just got a cheat sheet with five for reasons. And so then when you ask somebody a question, that question, if they don't answer you back with what you're looking for,

but that raw story, that, that, that last event that occurred that made them say, I just can't take it anymore. I can't, I can't handle it. I, I gotta, I gotta get this taken care of, you know, over the past week they had, you know, 10 collection phone calls, not just at home, but text messages and phone calls at their workplace.

And by mistake this time, they ended up talking to the receptionist and telling the receptionist, all that personal business, that would be a good example for this bankruptcy situation, a real wasp story, emotional pain that made them tickle with a call. So that's the kind of thing that you're looking for, but he didn't answer that way. So what that means is he didn't really understand the question.

So all you have, have to do now forward is looking at your little cheat sheet that you have of the five different stories, the five different brief examples that you've collected over time that different people have said to you. And then you would say back to David. Oh no, that, yeah, that makes perfect sense, David. Here's what I mean by what got you to give us a call today about filing for bankruptcy?

The other day I was talking to a gentlemen and I asked him the same question and here's what he said. So you can just look at your cheat sheet and then you could go ahead and just give him, give him one of those reasons. And then that will help him to understand, Oh, that's what you mean. And then just pause for a moment,

give him a chance. And then you will answer you with the correct answer or you might need to give them another example, but that's how important it, and an answer to that question is I don't want to let you off the hook and just say, Oh, just forget about it. So ask him the first time the answer is you. It's not really what you're looking for.

Try one more time, giving them some probing examples, real examples that you have. And then if that doesn't, if that doesn't work, then you can move on and it might reveal itself during the conversation. Or you might end up asking it again, but I want you to get comfortable with asking at the beginning and then do that through that cheat cheat sheet.

Okay. Okay. Let's see. So that's the answer that he gave. And the other thing I want you to notice is listen to David's voice. I, and I tested this before I got it ready for you folks. And I was able to hear it. Okay. So, but sometimes on the call, who's talking a little bit low, but if you listen to his voice,

because this is a long screening process with the questions that are being asked of him, I want you to listen to his voice and you can hear in his voice and his tone, he just sounds uncomfortable and down. And so you should be acknowledging that and providing empathy and, and, and hearing how he feels by his voice and his tone. Okay.

Okay, here we go. So, so he, he just answered the question, which is not what we were looking for and let's continue. Okay. Well, I would like to ask you some questions that people don't say we can help you with. Okay. So this, this is a great question. So continuing on in this phone conversation, that right there is step number two.

So for those of you that are using the five step relationship sales conversion script, I already told you what step number one was, it was the welcome greeting and asking him the name of the person. And they've been following the conversation. And then step number two would be getting permission to ask questions, which is exactly what we just did. So that was great.

Couple of seconds ago, I talked about the emotional pain and asking that question about the emotional pain, the right timing to ask that question. So even though this intake specialist asked the emotional pain question, and I'm like awesome that she did, because I'll be honest with you when I'm teaching students. That's probably one of the most difficult questions to get students to ask and get comfortable with and have the habit and behavior doing it.

So I'm, I'm like awesome that she did it. She did a great job, but the place to ask it would be now. So you first, you have your, your welcome greeting, your ask the person's name. So you can be the director of the dryer and control the conversation. And then you can also use the name and the car during the conversation.

And then step number two would be asking permission to ask questions. And then after you do number two, which is what she just did and the way she did it was, she said, okay, well, I would

like to ask you some questions to the best way we can help you. Would that be okay? Or would that be all right?

And that's perfect. Then you wait for the person to answer you. And this is where you ask your screening questions, but to be more advanced, what I want you to do is ask permission to ask questions like we just did. And before you asked your screening questions, that's what I want you to ask the emotional pain question. This is advanced.

Okay. So asking the emotional pain question is advanced, but you can do it. So we would just reverse that. Okay. All right. So now it's time for the screening questions and here we go. All right. And now let me just fast forward, because we're going to say some stuff that I don't want to play. The intake specialist is getting ready to ask her screening questions,

which she does have a lot. And I want you to not only listen to David's voice and she's asking questions, which I just shared with you, why to do that. But I also want you to listen to her voice, the intake specialist, because she is doing what I call singing. And we've probably talked about it before, but we'll talk about it again.

Okay. There we go. All right. Are you married or single? And would your wife possibly be filing bankruptcy with you? And so this is a great place to put in some salesmanship. Just say, I want you to know that we understand how very difficult it is to call a bankruptcy firm. You're doing a great job. You're in good hands.

So those are some salesmanship language things that you can kind of weave into asking your, your screening questions. Let me go ahead and fast forward. Just a little bit here. We just have to get past some personal information here. Okay. Here we go. Okay. How many do you have listened to her voice? How many do you have listen to her voice?

Have you ever filed bankruptcy before? Are you renting or owning your home? So this would be a good time to say this must be very difficult for you. You can't add in too much empathy or salesmanship, and also be great time to add in something like you're doing a great job. I just have a few more questions, especially if you have a lot of questions,

you can say that several times throughout your screening question process, and here we go, but listen to his voice and I'm asking you to listen so that you can kinda, you know, hear and feel his tone. But I also want you to listen to the intake specialist because she's singing and singing means changing the inflection and the tone of your voice. It's very easy for the most professional expert intake specialists ever to ask screening questions and sound like license and registration.

Question, answer, question, answer, question, answer. It's so easy for that to happen because you're very busy. You have a stressful job and you're handling a lot of phone calls every day, all day long. So it's easy for that to happen. But what you want to do is say, is teach yourself to saying, and this intake specialist is singing,

which simply means changing the inflection and the tone in your voice as you're asking intake screening questions so that you don't sound like license and registration. Okay. And interestingly enough, it also helps to relieve the stress of the intake specialist, because it's pretty hard for an intake specialist to keep your, your energy level up your mental endurance intact. When you're asking a lot of screening questions on so many phone calls all day long.

So to be able to do that and, and keep that relationship going and keep yourself alert and not skip a question by mistake or pay attention to the answer, did they answer it correctly? Do you have to go back? And then at the same time when you sing, you're, you're helping the person that you're talking to to not feel like that they're just a number like you really care.

Okay. Okay. What do you have for fecal settled in your knee? I got<inaudible> 2013 Chevy Silverado.<inaudible> 2018 GMC Acadia. Okay. What year? 2008. What was the last one that you told me about? It was a 2018 GMC Acadia or any of these cases? A Dodge Ram plus the other three were missing. Okay.<inaudible> three to 4,000.

How about your Silverado? Do you know what it might be where it maybe right around 40,000, Listen to his voice. He's a little, he's a little uncomfortable if you're really listening. And if you listen to the, it takes specialists, you can hear her, But you all on it, but you want me to keep making payments and keep that loan?

Yeah, I'm not do. I mean, that's kind of why I follow him. We're current on all of our vehicles. Okay. So I really want to keep all three payments on or whatever, and it might be worth, I would say anywhere from 28, I mean, possibly 25, 45 to 28. Okay. And I do know how much you,

I just want to say something really quick. And I, and I'm, it's, it's easy for intake specialists to pass judgment on, on a prospective client. And we'll just use this as an example. Okay. It can happen in all types of law practices. That's my experience of doing this for 25 years and working with all types of law practices,

but Lyft just use this as an example, bankruptcy. So it's, it's easy for, You know, an intake specialist that to just pass judgment on a prospect, it's not happening in this call. That's not why I'm saying it, but I just wanted to throw it out there as a warning, to be careful, a red flag for yourself. If you ever find yourself passing judgment on a prospect for what they're calling in for in this case,

bankruptcy and only money, and then owning all of these cars and vehicles and things like that, just pay attention to that and Just Try it around because you know, everyone you meet is fighting a battle that you know nothing about. And the idea is to be kind, always, you might want to write that quote down and leave it at your desk.

Everyone you meet, you meet is fighting a battle that you know nothing about the kind always. Okay. And do you know what your GNC Acadian would be worth around the same as the

challenger? 25? Yeah. Any, I didn't have much you all on that one back in November of last year. So was your portion of it, then you pay 25 for it.

We paid 27. I think David, you might be moving around a little bit if you hear a little bit of funny sound, but something else, you know, just do some check-ins while you're asking great questions. You're doing a great job. I just have a few more questions. If you have a lot of screening questions, like some of you might even say,

do you need to take a break? That's what we call a checkup. Motorcycles or campers or no. Okay. And do you know how much you go?<inaudible> can you say that again? A mindset for a year. Okay. And do either of you get child support or any other kind of income or social security? Okay. Have either of you owned or operated a business in the last six months?

Okay. Now I'm sorry. These next questions are the tough ones that I said that I have to ask you, but can you tell me how much you might have in credit card debt Useful, useful? These, these folks used to be students of mine and she did a great job with that question. It's a sensitivity question. So during your screen question process,

if you have questions that you know, that are personal, intimate, sensitive, that's how you start that. We say a statement like that before you ask those questions, that's a check-in, but it's a, a certain style sensitivity. Just credit card. Okay. And then how about any medical debt? Do you have any of that? Okay. And then personal loan,

but these are not cured by any kind of collateral. Is that what you're talking about? 15. Okay. And are you getting collected calls on your debt? Yeah. Okay. So you can just include it in that must be very difficult working with us. That'll go away. So empathy, a salesmanship. Has anyone filed any lawsuits? All right.

Well, based on what you've told me, you would be appear to be a good fit for a chapter seven bankruptcy. One thing I didn't know if you any bad cats. That was great saying based on what you've told me, that's step three of our five step relationship sales conversion script. It's called acknowledgement. Let's continue. Searchie got student loans or four or 5,000 or below.

Okay. I didn't ask you that question. I thought I should ask before we go any further. All right. So sorry. I'm not very good at typing and talking chap chapter seven is the preferred chapter for the client because it's the lead with people essentially. And the fact that it's a hundred days from filing date to completion and all your debts will be erased for child support school.

And again, we'll take you to pay on, we wouldn't be doing with those desks. So our office is unique in the fact that we don't ask you to travel. So you don't need any time for work or spend any guests getting to our office. We do everything over the phone, email, regular mail, and we do not send you out a long questionnaire to fill out Know.

So what we've just done here is we've given the why, why should I choose your law firm over all the rest? Which you've heard me talk about before. And if you're new to these classes, write it down. Why should I choose your law firm over all the rest and then have, have an answer for that and weave it into your conversations.

And so she had a small portion of that right there, which was, which was great to do. We can collect my information over the phone, the full investment for chapter seven, bankruptcy for you to pick a couple would be \$1,500. And that is all inclusive. It pays for everything. It was she, your court filing fee, your credit report,

your two weekly counseling classes that you do need to take, and you can do those online or by phone. Okay. And now I have to do some fast forwarding. Let's see, one second here. Here we go. All right. So if you're ready, we can move forward. Okay. That's something that we don't do. Like it's kind of what I was saying at the beginning of today's class.

So we just said, if you're ready, we can move forward now to protect you against those creditors. But it saying, so if you're ready, we don't want to do that. Remember if somebody calls your law firm today, they're ready for the next step. They just don't know what the next step is. They they're scared. They don't know how to get there.

They need you to make decisions for them, take their hand, pull them through and tell them what to do. Next. Everything should be assumptive language. So the next step is on so that we can protect you against those creditors. As I am going to, you know, email you the retainer right now, are you available? Are you going to add your email?

Let's do it right now to get a lot with that. That's just an example of what I'm saying, assumptive language. So don't say if you are ready To protect you against those predators. Yes. Go ahead. So we're on the same page. Absolutely. And I just wanted to let you know that we do offer payment plans because you know, we understand a lot of people don't have that money upfront.

Yeah. I also want to Throw in with salesmanship. We don't need to offer the payment plan statement yet. We have any, we haven't even gotten into the, the real details of actually working together. We've kind of just talked about it a little bit. So the payment plans can be offered. If there's some pushback, we haven't, we haven't had any pushback yet.

Right now he wants to talk to his wife. So you don't have to jump to payment plans. That's just some advice that I'm giving. So here we go. Before I confirm your information real quick, because I do have an attorney who can go over some highlights with you. Okay? So we're going to go to the attorney now, but I just want to fast forward here.

Say some stuff that we don't need to have for everybody to hear patients on students. Okay, here we go. Okay, here we go. I'll be stopping again in about a minute, but here we go. So we asked how to, how to, before I put you on hold, can I ask how you found out office? And he said searching online.

But what I want you to do is here's what I want you to do instead. I want you to say, and I think this is in step number five on our five step relationship sales, conversion script. But what I want you to say differently, who can we thank for referring you? And what happens is when you say, who could we thank for referring you?

What happens is first, if you're telling this prospect that, Oh, you get referrals. And so everybody would rather go someplace that, that when they get referrals. So that's a good thing. And then the other thing is just sort of, this person is sort of thinking to themselves, Oh, maybe I'll be referring to. So that's the reason to say that.

And then let's say, you say, who can we think of referring? Then they say, Oh, I found you online. I want you to go a step further. And I want you to say, Oh, you found some light. And what, what, what were the keywords that you typed in? And then document the information. So dig a little bit and,

and, and document the information. And then you can go a step further. And let's just say, they say online and they tell you the keywords and we can say, okay, so what was it that you read that made you decide to give us a call? So you're finding out all kinds of information and document that information. Okay. All right.

And then, and then next the intakes. So he said, just searching online. You're the one I came across. So I gave you a call. The intake specialist says, okay, I understand, you know, this is not, I understand this is not an easy call to make. So that was great that she did that with empathy. And now I just need to fast forward a little bit more.

So we're getting to the lawyers portion of the phone call. So here we go. As a side note, we ended up being on hold for two minutes F way too long. That's just, just too long. You can't do that. And, but, but as a backup plan, if you have to someone on hold, jump on that, hold frequently and say,

we haven't forgotten you, David. You tell them what you're doing and the reason for it. Okay. Let me just get to the lawyers portion. And I can't wait to read everybody's wills and what you learned today or what you were on minded of. Ah, perfect. I nailed it. Here we go. Yeah, exactly. Exactly. So I also,

I appreciate your patience. So the lawyer said, I appreciate your patience holding online and that, let me just, fast-forward just, just a little bit more here because we're getting into some stuff that I don't want to share. Here we go. Quite a few collection calls and kind of looking for options as far as how to, how to handle the staff.

Is that right? Okay. Well, so this is why we need to know what the person's emotional pain is, is because the attorney could be weaving it into his portion of the conversation right now. All right.

So the attorney says, it sounds like you're getting a few collection calls and we're looking for options as far as how to handle this debt.

Is that right? The cost is, yeah, that's correct. And here we go. All right. It's like 35,000 or so in credit card debt. Yeah. Personal loan, credit card, debt, snowball, and all that. Sure. Yeah. So you're looking at, you know, the about 50,000 or so in debt that we can get rid of in a bankruptcy.

Fortunately you, I mean, that's the good news once you've decided to file. No, don't do that. Stop it. We're not going to say once you've decided to file it's assumptive language it's you are filing and today's the day that you'll be doing it. I'm going to guide you through the process and show you how to do it right now. You know,

you can quit making payments on all that Debt is Going to go away because, you know, if they call you once they get that call ready, is that right? Yeah. So you should already know that they've been call him because that was done in the screening, The letters and whatnot. Okay. Have you Quick reminder, remember you're not in the legal business as much as you're in the relationship and healing business.

Okay. You're not in the legal business as much as you're in the relationship and healing business and all practices of law Equip, hang on, David. No, he was just trying to pay what we can sure. Try to make a double payment price. Okay. Well, once you decide to file, No one should have decide to file. He's decided to file.

That's how we ended the talk to him. I'm glad you decided to file and make this phone call and make this commitment and we can help you. And the reason we can help you is boom, boom, boom. You know, you can, you quit, quit panel all together because we'll protect you from the phone calls. You know, a collection agency cannot call you after they know that we represent you.

Right. Okay. So they call up, you just say, look, I'm going to file bankruptcy. I know I have to, fast-forward again, Illegal for a collection agency to call you. And the beauty of it is, I mean, you're, you're not throwing good money down the drain now, and that should help, help save up some money for,

to invest in yourself. You know, that the best in the bankruptcy, where is it? Okay. And you know, you can keep making the payments on the vehicles with the loans. And I was concerned is, I mean, I just, I just don't wanna like lose everything, you know, you know, just try to take everything. I mean,

I don't know if that's exactly how, you know, if it's just something that you see on TV or whatnot. So that reality to figure out It took them this long in the conversation, like 17 minutes to give a little bit of emotional stuff. I'm really still looking for some much deeper, raw, emotional pain, but for him to even open up this emotionally,

look how long it took him. So I could elaborate, but we're, we're running out of time here. So I need to, let me just continue. Here we go. Sure. I mean, based on the information that's in front of me, you know, that you gave to Mary, you should be able to keep all the vehicles as long as you keep making the payments where the Dodge challenger there's,

it's 11 years old. It's worth 28. Does that right? I mean, I believe you suppose there's any equity in it. How much, how much is owed. She's got, that's the one thing she's got a question Mark on. It's gotta be actually I bought it last year and I've been making payments. I put some money down, I would say roughly,

probably 16. 13. Okay. All right. So yeah, we're just gonna need to know what it's worth, but you know, you would have between you and your spouse, it would be protected. I mean, we'd have the, the exceptions to protect that. And so you wouldn't lose it just because you filed bankruptcy. And as long as you keep making payments on it,

it we'll just, we'll wipe away the 50 grand and, and I'll secure debt. Boy, the payments on that and I'll come put man, the credit card debt, that's gotta be almost impossible to stay current. That sounds like that's what you're filing, finding. Yeah. So, you know, kind of stacking up and snowball. No, no good question would be to ask David to get some emotional connection with him is asked him,

like, what's it been like for you having to deal with this for so long? No, that would be a good question to ask him and see what, see what he has to say, but you should be weaving in the conversation, especially at this stage. We're getting close to being done with this phone call with David is Y your law firm is the right law firm.

And you know, how, how quickly all of this can go away for him. If he makes a decision by Tay, for example, and give, you know, provide some empathy to him, this must be really difficult because he's talking about how it's snowballing and everything's to try to get him to talk a little bit and share more, share more with you and talk to you about his,

his wife, what it must be like for her and how it must be difficult for them as a couple. I can just send that. It's getting out of hand now. So say, what does that, what's that like for you with getting out of hand what's how's this affecting your life sound like something you'd be interested in. Don't ask them, just tell them here's what the next step is.

You made the first step calling today. It was probably the most difficult step that you had to make. Here's what the next step is, and I'm going to help you. And here's how we're going to get you going. And here's what we're going to do. And just tell him he can say no. So just tell him<inaudible> Alexander, that,

her name. Okay. Let me just fast forward a little bit. One second. Oh, perfect. Nailed it again. You know, I'd be more than happy to set a time when you both might be available to talk. We'll

send you some information today. We'll email that out. You're going to send some information, tell them what the information is and ask when he thinks he might be able to look at it as he put this,

are you going to send it now? You know what, when are you going to send it? What is it that you're going to send? Get it committed from him when he thinks he can take a look at it? I like the idea about what we're doing now is we're trying to make a phone appointment to talk with David and his wife to get them both on board.

When would a good time be in the next couple of berries? And you know what I wouldn't even say, when would be a good time to say, I can make an appointment to talk with you and your wife, as soon as exit X time, like everything, assumptive, that should be your behavior. And if at David's that can't do it.

He'll tell you when he can, and then you'll you'll work around it. So let me just, I've got to fast forward again here. Hang on. Okay, here we go. We're actually working part-time job also. I'm usually not. I'm working my part-time job the next three days. So I do make, I do make evening calls Friday would work as well.

Yeah. So what's your, what's your okay. About what time of day? Like, what do you think the morning would work? Absolutely. I can, I've got something set at 11 and at 1230, I'll be here for a while. How about nine? How about nine 30? Okay, perfect. So I'll plan that on a call. I mean,

just fast forward for one second. We're just about at the end here. There's something I want you to hear that that is important. Okay. Here we go. For whatever reason you find that that time won't work, which has just promised to give us a call so we can reschedule. Perfect. Love it. That's the promise statement, the verbal contract.

So if for any reason you can't make it on X day at X time, would you just promise to give me a call? And then you should repeat your phone number, even though they already called you on to let me know so that we can reschedule it. And then also I can give that time to someone else that's waiting. That's what you need to do.

And wait for the person to say, yes, it's it's statistics show that people that promise to do something have a higher likelihood of doing it. And you would rather that they actually called you back. If it didn't work, then do a no-show. But I love it because that's, I think the promise statement, the verbal contract is in step number five on the five step relationship sales conversion script.

So that was, that was great. And, and David actually says, yes, definitely. And that's it. So we can, we can end this phone call. So yeah, I, I mean, I think there's, there's a lot of, there were a lot of positive things in this call of, of steps that we did that, you know,

you need to make sure that you do when you're using the five step relationship sales conversion script. I think there were a lot of good lessons in here for you to learn, to take and apply at your own practice of things, to do of things not to do. And this was an opportunity to see an attorney try to close, but you gotta be strong.

You're closing. I mean, everything is about now. They can always say no, but your, your, your assumptive language, and you're trying to close a deal now because when the person calls you, they're ready. As soon as they hang up everything, it starts to change. So if you do have to do a follow-up phone call, and let's say in this example,

talk to somebody else, you know, David and his wife make sure it's like soon. So if you're talking to them on a Monday, make sure that you're going to talk to them Monday night or Tuesday, because the more distance that becomes from the phone call to actually talking to them again, in this example, this less likelihood that you're going to be able to close the deal.

But the flip side of that is everything is assumptive language and everything is now. And what that everybody, I want to remind you to please email foam, P H O N E success, S U C C E S S. Doctor D O C T O R@gmail.com. That's me, Chris Mullins. Send me your questions and I'd love to get your wills.

What I learned, w I L Hey, Chris, here's what I learned today, or here's what I was reminded of song everyone. We'll see you again. Next time. Bye-bye.