

# Prospecting: Small Business

## Start with Existing Members:

- Let them know you care.
- Remind them of the services that they have.
- Ask for referrals.

*Hi, (member's name), this is (your name). I am calling to check on you and to remind you of the value of your LegalShield services. Remember wherever you have access to your phone, you have access to your firm! And our firms have not shut down!*

*Do you have your app on your phone? Or do you have your firm's number handy? I am sure you have questions, and your firm has answers!*

*As a matter of fact, our law firms have recorded timely information exclusively for our members – general counsel on a variety of topics – that could be of tremendous value to you. Can I send you some links for you to receive the information? Text or email?*

*Also, I am trying to reach out to as many small business owners as possible to share with them how our services could assist them as well. Do you know of any small business owners who might be interested in hearing how we could assist them?*

*I am here if you need me!*

## Warm Market:

- Business owners that you know.
- Business owners with whom you have an existing relationship.

*Hi, (prospect's name), this is (your name). I am calling to check on you. With things changing so rapidly in our small business community, I thought of you today. Along with our provider law firms, our company has recorded some videos exclusively for our members. We want to give them access to legal counsel and information during these trying times.*

*Although it was created for our members, I think it can bring value to you as well. I would like to get you the information as soon as possible.*

*Can I send you some links to a few of the recordings? They cover various topics with relevant, timely general counsel and information. Should I text you or email you the information?*

*Great! I will follow up with you tomorrow to make sure you receive the information OR to see if you have any questions!*

# Prospecting: Small Business

## Follow Your Dollar:

- Businesses where you spend your money.
- Businesses have a customer relationship with them.

*Hi, (business owner's name), this is (your name). I am calling to check on you. I sure do miss coming in to \_\_\_\_\_ (eat, get my hair cut, etc. – fill in the blank of what you do at their business). I look forward to coming in as soon as I can!*

*With things changing so rapidly in our small business community, I thought of you today. Along with our provider law firms, our company has recorded some videos exclusively for our members. We want to give them access to legal counsel and information during these trying times.*

*Although it was created for our members, I think it can bring value to you as well. I would like to get you the information as soon as possible.*

*Can I send you some links to a few of the recordings? They cover various topics with relevant, timely general counsel and information. Should I text you or email you the information?*

*Great! I will follow up with you tomorrow to make sure you receive the information OR to see if you have any questions!*

## Non-Members:

- You have presented to them in the past, but they have said “NO” or “NOT yet.”
- You have a warm relationship to them, but they are not your member.

*Hi, (prospect's name), this is (your name). I am calling to check on you. It's been (a while, a few weeks, a few months – put a time frame) since we visited last.*

*With things changing so rapidly in our small business community, I thought of you today. Along with our provider law firms, our company has recorded some videos exclusively for our members. We want to give them access to legal counsel and information during these trying times.*

*Although it was created for our members, I still think this information can bring value to you as well. I would like to ensure you have the information.*

*Can I send you some links to a few of the recordings? They cover various topics with relevant, timely general counsel and information. Should I text you or email you the information?*

*Great! I will follow up with you tomorrow to make sure you receive the information OR to see if you have any questions!*

## Referrals:

- Warm Market or Client/Member Referrals.

*Hi, (prospect's name), this is (your name) with LegalShield. I haven't had the pleasure of meeting you yet, but (name) gave me your contact information. (Name) is a (client of mine or a friend of mine).*

*With things changing so rapidly in our small business community, I asked (name) if he/she knew of other business owners that I should meet, and he/she mentioned you.*

*Along with our provider law firms, our company has recorded some videos exclusively for our members. We want to give them access to legal counsel and information during these trying times. Although it was created for our members, I know this information can bring value to you as well.*

*I would like to ensure you have the information. Can I send you some links to a few of the recordings? They cover various topics with relevant, timely general counsel and information.*

*Should I text you or email you the information?*

*Great! I will follow up with you tomorrow to make sure you receive the information OR to see if you have any questions!*

# Follow Up: Small Business

## Warm Market Follow Up/ Follow Your Dollar/Referrals:

*Hi, (prospect's name), this is (your name). Just checking back in with you to make sure you got the information that I sent you. I hope you have had a chance to review it and hope it was beneficial for you.*

- **(If they watched it)** GREAT!
- **(If they have not watched it yet)** Well, please do as soon as you can. As I mentioned, it is great information for business owners like you!

*This is just one example of the power of the services that our small business members enjoy. They can get counsel on things that they are concerned with or thinking about, but they also get information on things they may not have even considered yet.*

*Can I send you a link **(use the Don Thompson Small Business Overview in prospect)** – the overview of the services that our members have? If you see value, I would love to assist you; if not, no worries. You will be informed and I will feel good about the fact you understand how our services work.*

## Non-Members Who Have Had a Presentation in the Past:

*Hi, (prospect's name), this is (your name). Just checking back in with you to make sure you got the information that I sent you. I hope you have had a chance to review it and hope it was beneficial for you.*

- **(If they watched it)** GREAT!
- **(If they have not watched it yet)** Well, please do as soon as you can. As I mentioned, it is great information for business owners like you!

*This is just one example of the power of the services that our small business members enjoy. They can get counsel on things that they are concerned with or thinking about, but they also get information on things they may not have even considered yet.*

*Can I send you a link **(use the Don Thompson Small Business Overview in prospect)** to reacquaint you with the information on the services that our members have? If you see value, I would love to assist you; if not, no worries – you will be reacquainted with the information and I will feel good about that!*