

Quality Business is Quality Persistency

What would happen if 10 of your associates heard this information? What if those 10 shared these 6 solid Success Strategies with their top 10, who then shared it with their top 10? Your persistency would go thru the roof, and your charge backs would decrease dramatically.

Success Strategies

- 1) **Use the membership booklet as a leave behind with new members.** This is a \$1 tool that makes an intangible service "tangible". The book is called In your own words.
- 2) **Use the IR (Integrity Resources) and the pplworld.com autoresponder.** Be sure to ask your new member for an **email address!** These retention tools are proving to be very effective. The pplworld autoresponder is more cost effective and can be used for all your recruiting and member activity.
- 3) **Encourage your members to get their Will done.** Using the membership is very important. Check the attachment as to Why you need to have your Will done, and give it to the new Member.
- 4) **Make sure the paperwork is legible and accurate.** Corporate has an entire department devoted to trying to figure out the paperwork submitted --- an astonishing 60% is not legible!
- 5) **Get in the habit of using the Pre-Cancel report available through the Associates Only part of the prepaidlegal.com website.** Contact every person who is in precancel, with the intent to keep them as members. Check those in Pre-cancel in your organization. Call to keep the membership active! (See info below.)
- 6) **Actively train people how to use their membership.** With some, that might be to help them get started with the Will questionnaire, or three way them into the Provider Attorney so they hear for themselves how the system works. Be sure to explain the steps they should take to USE their membership and encourage them to use it often. **Remember the 3 Big objections.**
 - People are intimidated by attorneys.
 - They don't know who to call.
 - They think they cost too much.

Many times people hear the WORDS but do not understand the MEANING. Communication and attention to their needs are critical.

HOW AND WHY TO SAVE MEMBERSHIPS IN PRE-CANCEL OR ALREADY CANCELLED

- 1) If you go back to your "Cancelled Member" report and get someone reinstated, your **persistency for the month they cancelled will be improved**, therefore improving your "rolling persistency". What this means to you is improving your record to get the car bonus and vacation.
- 2) If they've been cancelled for over 90 days and you get them re-instated, they also **count as a "counter" for both the Player's Club and ED status.**
- 3) Plus, if you get a \$17 membership upgraded to a \$26 membership 90 days AFTER the person has had the membership, it will **count as a Player's Club counter and an ED counter.**

Use the script and a flyer about "*Why You Can't Wait to Write Your Will*", to the pplworld.com Training Center (Marketing Memberships and Recruiting) .

Here's a GREAT STORY that shows how beneficial this can be for your business:

"I've been aggressively calling my "pre-cancel" members. This last Saturday I got in touch with a woman who had a PPL membership as an employee benefit. She was laid-off and was not given the information regarding how she could retain her membership by changing her method of payment. She loves the membership and was "hoping" I would call so that she could retain it.

*"Once we started talking, it turned out that **she was recently hired as the head of HR for a major University. She wants me to come in to the University to present it to them as an employee benefit.***

"I would NEVER have had that happen if I had not made that call!!!" April Pitcairn