

THE FOUR CLOSING QUESTIONS

The four closing questions should be used after your prospect has reviewed information on the Pre-Paid Legal business or at the end of a business briefing in order to help them make a decision to become involved with Pre-Paid Legal.

QUESTION #1

Associate: “Based on everything you’ve seen here today, if you were to start part-time, how much money would you need to earn per month to make this business worth your time?”

Prospect: “I’d need at least \$1,000 a month.”

QUESTION #2

Associate: “How many hours per week could you realistically give the business to develop that income?”

Prospect: “I could put in 10 to 15 hours a week.”

QUESTION #3

Associate: “How many months would you be willing to give the business to reach that income level?”

Prospect: “I would be willing to give it five or six months.”

QUESTION #4

Associate: “If I could show you how to develop a \$1,000 monthly income working about 10 hours per week for four months, would there be anything else you would need to know before you get started?”

Prospect: “If you could show me that, I would be ready to get started.”

These four questions are effective. Practice them! The more you use these questions ... the more comfortable they will become for you to ask of a prospect. These four simple questions will increase your closing average and can create massive success for your Pre-Paid Legal business.