

Go Walk *your* Community Scripts

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Rapport Building Script

I am not going out to sell, I am going out to build relationships in my business community and if a sale happens to be made then, that is a bonus! I carry a slimline portfolio with 3-5 small business packets inside of it. My small business packet consist of the Legal Needs of Small Business White Paper (that's my folder) and inside it I have the small biz flat sheet all three small biz brochures 10, 50, 100 and an business application. When I present I always present the Small Biz 50 and use that as my sweet spot because that is where the trial defense starts, and just about every business owner is concerned about being sued.

*Good morning I'm (Associate Name), the local LegalShield Small Business Consultant are you the owner?

(if they are the owner great, if they are not the owner that is ok too, they may well be an influencer with the owner so I still make the contact)

*I work with Small Business Owners just like yourself in the Community helping them Protect, Run, and Grow their Business and I just wanted to stop in and introduce myself and see when would be a good time for me to stop back by for about 10 minutes and share with you what we are doing for other small Business Owners just like you.

(and then I let them tell me when is a good time to stop back by, some will say they have 10 minutes right now, and if they do I have everything I need in my slimline portfolio)

(After they tell me when is a good time to stop back by I give them my business card and ask for one of theirs, if they do not have one and they are a restaurant or something I just get a copy of their take out menu with their info on it ☒ If they insist on getting some information besides my business card I give them a small biz 50 brochure...because once again that is the sweet spot. It takes about 30-60 seconds to do this script)

Melissa Wilder's Educate Script

I am wondering if you could help me out. Oh, by the way my name is (Associate Name), what yours? Nice to meet you. I am in the area educating business owners and decision makers regarding my company, LegalShield. Have you heard of us? What we have is a serviced that protects and grows small business as well as provide help for your employees and their families. I was in the area visiting another business owner and though I would just drop by and introduce myself. Our clients are very enthusiastic about our service, so I didn't want to leave anyone in the area, out. The help I need is this. I don't know who here at your company I would share this information with? I don't know who the decision maker is, is it one of the owners, or is it one of the employees? As you know, I honestly do not have an appointment but would love to find out who that decision maker is so I can make a proper appointment and have a brief opportunity to tell them who we are, what we do and how we might help.

Can you help me with that?

This is just chit chat below if you find yourself in a conversation with the gatekeeper. Use script below if the above script didn't get you the name.

I am finding that even though we have been in business for over 40 years, many of the business in our community have not had access to the information, so I would like to be a part of that. I am enthusiastic about potentially sharing the information with your company. Who would be that person ?

Great, I obviously do not have an appointment, so would you be so kind in giving me his/her card? Maybe I can leave you with my card as well? Respectfully, I don't know his/her schedule like you do so if I a going to call what would be a really good time to reach him/her (use name of course. When I do call, I simply will just want to know if (Decision Maker/Owner) would be interested in me sharing the information. I would like to call at a time that was convenient, so I won't be disruptive to (Decision Maker/Owner)'s day, taking only 2 or 3 minutes over the phone.

Thanks I really appreciate your help. I look forward to seeing you again.

Invitation Script

Hello, I'm (Associate Name) tasked to get important information to the local businesses in the area. You are? (gives me name) Nice meeting you (Name) Do you handle the business and legal decisions for the company?

(If they are the decision maker I give them a business card and packet with "Peace of Mind for your Employees" "SMB10/50/100 FlatSheet" single sided "Company At A Glance" and ask when I can come back for 10-15 minutes of their undivided attention)

"What is this about?" I'm an business solutions consultant with LegalShield have you heard of us? (have you seen our commercials?) I am tasked to educate local businesses on how we can help to grow and protect small businesses in this community. When is the best time for me to come back to visit for 10-15 minutes with you to share more about how we do that? (If they are not the decision maker I give them my card) We host complimentary luncheons for business owners in this community. Who would be the name and title of the business owner that we can get that invitation to? May I have their business card and what is the best way to get that invitation to (Business Owners name) email, mailing address, phone call? Are they usually available on Friday afternoons? (I will asked for biz owner availability. I do this not just to invite to the luncheon but so that I can call back at a different time or make another stop in and as for the right person). Thank you so much, we will be stopping in again soon.