

Best Practices for Saving Members

Probe, Pitch (at least two ideas), and Close

Probe: Are you aware that your membership may cancel? Did something happen? Maybe I can help?

Pitch: Financial

Job loss or debt:

- A Provider Attorney may be able to help you negotiate a lower credit card payment or interest rate which can save you money in the long run.
- A Provider Attorney may be able to help you with unemployment questions or other issues you are facing.

Short-term cash flow:

- We can change your draft date so that your payment won't be due until after your next paycheck.
- We can downgrade your account so that you can keep some of your benefits.

Traffic incidents:

- A speeding ticket could cost you hundreds of dollars in fines and insurance increases, but our Provider Attorneys might be able to help reduce these costs.
- This also can be applied to your teenage driver.

It's an investment:

You have been a member with us for XX years, which means you have accrued over XX attorney hours. I would hate to see you lose all those hours.

Pitch: Non-usage

Peace of mind (Emergency Assistance):

- You may not have needed the services yet, but it offers you peace of mind through the Emergency Assistance line. If you're ever arrested, detained, or involved in an accident with injury, you have access to an attorney anywhere at any time.

Traffic incidents:

- If you should get a traffic ticket, our lawyers may be able to save you from costly fines and insurance increases.
- This also can be applied to your teenage driver.

Forms:

- Have you had your Will done recently? You can have your Will prepared (or reviewed annually) at no additional cost. You should at least take the time to update your Will and give your family peace of mind before you consider cancelling.
- Are you aware of the Forms available on Members Only?

Close:

- Assume the save!
- Overcoming objections (words that work):
 - Can't afford not to have it!
 - Never know when you are going to need it!
- Take some time to review the benefits and remind them of the value of the service.

Important information:

Call Member Services at **866-966-2222 (24/7)** and conference the member in to discuss/update payment information. The representative will answer the line and ask for the membership number. Please let the representative know you have a member on the line. The member will be asked to provide their membership number, name, and to confirm their address, email, and phone numbers. Then the representative will assist to save the member!