

SCRIPT FOR CALLING CANCELLED MEMBERS

Often times people go into “cancelled” status because they changed credit cards, bank accounts, or left a company (if they were part of a Group account). They frequently don’t even notice and will be VERY happy that you’ve called them to keep themselves and their families under the legal umbrella of protection Pre-Paid Legal Services offers.

Prior to calling, make sure you read over the flyer regarding “Why You Can’t Wait to Write your Will” to give you some pointers during your discussion.

“Hello <name>, this is (Associate’s name) calling from Pre-Paid Legal Services. How are you today? I understand that your membership is currently in a cancelled status. I’m curious as to why you cancelled your service and to see if there is something I can assist you with. Obviously you saw value in the membership when you signed up and I’d like to make sure you have received that value. Did you get your Will done?”

If they had a problem with the service, ask if they called Customer Care and discuss that with them. If they are adamant about not re-instating, you may say, “We’re still going through some growing pains, and we are trying to constantly improve our service. Please keep us in mind should you have any legal situations come up in the future.”

If they do want to re-instate, you will have to get them **a paper application**, because they cannot do it online. So, fill out all of the information on the phone and then just highlight the areas they need to sign. Send it to them with a self-addressed stamped envelope back to you so that you can send it in Fed-Ex or UPS. If they had been part of a “Group” before, they will have to now pay \$17 instead of \$15.95, but they do not have to pay the \$10 enrollment fee. If they cancelled because they left that company and are now working for another company, see if you can get details on the new company so that you can get an appointment with the HR Director. If they left the company and are not currently working, mention the “business opportunity”.