**Introduction Call – 1 Call Sales Pitch – NETWORK ONLY PITCH**

Purpose of this call is to get through the gate keeper and provide an introduction to attorney/decision maker about the ExpertHub legal network, qualify the lead and set up an appointment to demo the product or demo the product immediately. All reps should do a quick search in Google for the sales prospect’s webpage to gain intelligence prior to making the call.

**Script:**

Hello, is <first name> available?

**If asked who is calling**: This is <full name>

**If asked where they are calling from:** I’m trying to find a <insert specialty> attorney who is taking on new cases in the <insert city> area. Are you taking on new cases?

**If “NO”**: Is there a specific reason you’re not interested in taking on new cases?

**“NO”:** Ask why they are not interested and overcome objection if possible. Note the reason and determine if you should put them in follow up queue. Thank them for their time. If relevant, let them know you will follow up in a few months to see if anything has changed.

**If “YES”:** Great, I’m calling from LawFirms.com and I can deliver you [20] new case leads per month in the areas of [personal injury, wrongful death, medical malpractice].  Because our case lead volume is growing, we need more attorneys to handle the demand.  We have over 1,500 attorneys using the service today, but we have enough case leads for at least 5,000.  Compared to other options you have for getting exposure for your practice, we’re confident that we will deliver a strong ROI.

We have a large network of legal websites that are ranked highly in Google.  For example, if you type in the keyword “medical malpractice” our site medicalmalpractice.com is listed at the top.  If you type in “personal injury lawyer” our site personalinjurylawyer.com is listed.  The list goes on and on and I’m happy to provide you with a longer list of examples, but what is important is that when users come to this site, they end up looking for an attorney and that results in a case lead for you.

Now, so I can understand your business and what makes you successful, can I ask you a few questions regarding your area of coverage and preferred specialties?

* Who is your ideal client?
* What areas of law does your firm specialize in?
* In which states are you bar certified?
* How many attorneys work in firm?
* Confirm firm website or ask if they have one
* Are you currently working with any other online marketing services?

Ok great, let me show you how this works:

**Can’t do demo:**

Would it be possible to get schedule some time tomorrow to walk you through the demo?

**NO:** Ok, may I have your email address, or the address of the person who handles the firm’s marketing efforts, so I can send some information on our services and a custom advertising proposal that will detail expected lead volume and a cost benefit analysis? I will also provide detail on the legal websites that your firm can be promoted on, benefits of our services, search positions we rank for, and more.

Take email address and let them know you will be sending the information as soon as you are off the phone and will follow up with them in a couple days to see if there are any additional questions. Thank them for their time.

Send “Introduction Email (with Proposal)” template (with or without proposal) and customize where needed

**YES:** Great, how is <day> looking for you?

Confirm day and time and let them know that you will send them some detailed information on our services to for their review before the call. Get email address to send that to and thank them for their time.

Send “Detailed Overview” sales collateral piece in email along with confirmation of the day and time of the demo. Also ask that they be in front on a computer for the demo.

**Can do demo:**

To start can you open up a browser window and go to Google.com, I want to show you how we generate our consumer consultation requests.

Are you on Google?

Great, type in the search term: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Here you can see that one of our websites, <website>, is listed in position # \_\_\_. All of our sites are optimized to rank highly in the search results. Go ahead and click on the link and you can see that it takes the user to a page within <website> that displays a <specialty> specific case inquiry form. From there the user fills out the consultation request with details specific to their case, like reason they are in need of representation, whether they are a plaintiff or defendant, details of the case, etc. The consumer then chooses which attorneys they are interested in hearing from and confirms their request. As you can see we automatically pre-select all displayed attorneys to receive the consultation request, improving your chances of being selected. We then collect the consumer’s contact information and have them confirm their interest. Once they confirm their interest, we send that inquiry directly to your email inbox in real-time. You are provided with all of the details that were filled out in the case inquiry form. You also have the ability to access that information online through our online reporting interface that details your advertising campaign’s performance.

And since we aren’t charging you per lead, you can hand pick which of the pre-qualified consumers you would like to follow up with and find that ideal client you spoke about earlier.

Do you see the value in this?

**NO:** Ask why and overcome objection.

**YES:** Great, we offer a flexible subscription package, with no long term commitment, to help meet your unique business needs:

As I mentioned earlier, we have a network of legal domains that generate real-time case leads. Through our service, you are shown along with a small number of other attorneys that also subscribe to our services for that practice area and geography. And because there are other attorneys, the listing results in an overall lower cost per lead.

What our most successful attorneys are doing is to subscribe to 3-4 case types (or practice areas) and a broader geographical area than just their primary city. Your subscription also includes a customized online profile that includes a firm overview, attorney bios, office locations, photos and videos – also optimized for organic search. At the same time, we will set up a back link to your site which will help increase your own page ranking on Google, Yahoo, MSN and other search engines.

We aim to provide full transparency into what you can expect from a subscription with ExpertHub. We offer flexible subscription packages tailored to your unique business needs, with no long term commitment. What I would like to do is send you a custom marketing proposal that will help you make a more informed purchasing decision. The proposal will detail:

* Projected lead volume for your practice areas and geographies
* Cost-benefit analysis
* Historical leads related to your practice area(s)

Ask categories and coverage area they are interested in.

I also wanted to let you know about our expertSYNDICATION program that gives you the ability to quickly build your online reputation and gain search engine exposure through the publishing of legal articles and resource guides to our network. Consumers often visit our websites to research legal issues and by sharing your knowledge, you build rapport with clients before speaking with them. This program is free of charge and is included with your subscription.

Is there anything else I can answer for you?

**YES:** Answer questions and or/ overcome objection.

**NO:**  Great, I will put together a custom proposal /insertion order for your review that will detail everything we talked about. Which email address shall I send that to?

**If Proposal Sent:** Why don’t we set up a follow up call so I can answer any additional questions you may have? How is <day> looking for you?

Schedule appointment and thank them for their time. Send “Demo Call” email and customize verbiage along with proposal.

**If Insertion Order Sent:** Let me confirm a few items to make sure I have the correct information for your agreement:

Your firm name is \_\_\_\_\_\_\_\_\_\_\_\_

Address\_\_\_\_\_\_\_\_\_

Fax\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Preferred Method of Payment: credit card or ACH/Direct Debit **(If he says credit card just explain you will send over a credit card verification form as well.)**

I am also going to need you to fax back to me with your signed agreement a copy of a voided check, so that we can just do an electronic payment for you.

Let’s recap your subscription package:

For <practice area>

For <Practice Specialty>

In the counties ---- ----- ---

And Exclusive site(s): ----- ----- ---------

Great I will have it to you within the next hour, if you could just fax it right back so I can assure we are all secure with all your territories.

<Name> it has been a pleasure and I look forward to a very prosperous relationship together.