

## Closes for Divorce Attorneys

**Close: The critical exchange point when you get a potential client (PC) to give you something of value for your legal services. The close is a distinct part of the buying process. It is distinct from the sale, which includes assessing PC's problem, providing appropriate solutions to the problem, and getting PC to know, like, and trust you so he can buy. You sell with emotion. You close with logic and persistence.**

### **Rules for Closers**

Rule #1: You are 100% responsible for the closing. It's the PC's fault if you don't close; it's yours. Take responsibility and close.

Rule #2: Always agree. Always find a way to agree with the PC and then redirect toward the close.

Rule #3: Complaints should be treated as such until further validated. Everyone complains and then closes. Close over the complaint.

Rule #4: Acknowledge complaints, then discount and close.

Rule #5: Try again. You won't always close on the first attempt. Keep at it.

Rule #6: Practice. Practice. Practice. If you don't practice every possible situation in the close, you will lose money and market-share to those who put in the time.

## #1 Determinant of a Successful Consultation

The #1 determinant of a successful consultation — i.e., a consultation during which you close a potential client and make them a client — is this:

**You care deeply about the person sitting in front of you (i.e., your potential client), the person's story, the person's family, the person's goals, the person's pains; and you pay full 100%, undivided attention the entire time you are with that person.**

If you are disinterested, uncaring, bored, distracted, fidgety, biting your lip, looking out the window, looking at the clock, thinking about your family or your hearing later that day, your potential client will feel it.

We all know when people we're talking with are distracted, and we hate it. Our potential clients are no different.

If you are distracted, your potential client will almost certainly not hire you.

And for good reason. If you do give your full attention during the consultation, why would any potential client believe we as a firm would give his case the full attention it deserves later on? (Hint: he wouldn't.)

When you give 100% of your attention and effort during a consultation, your potential client will know, like, and trust you. And when he knows, likes, and trusts you, he will automatically want to buy from you.

And when someone wants to buy from you, closing that person becomes 10X easier. Objections magically disappear and your potential client will gladly pay.

**Helpful tips** for preparing to give full 100%, undivided attention and effort before a consultation:

1. Review your potential client's intake form.
2. Review the New Client Consultation Roadmap.
3. Don't check email or your phone for 5 minutes before the consultation begins.
4. Tell yourself you will give your potential client 100%, undivided attention.

## **New Client Consultation Roadmap**

### **Greeting**

1. “Hi, [PC’s name], my name is [your name].”

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“Thank you so much for coming in. I read what you wrote for us online. Thank you for taking the time to fill that out. There’s always way more to a situation that you can write, so tell me what’s going on and let’s see how we can help you.”

### **Story and Assessment**

2. Evoke PC’s story, actively listen, take notes on notepad, answer questions very quickly, reassure that you’ll take care of PC (“Yes, don’t worry, we’ll take care of that.”) and verbalize back to PC his fears and emotions.

3. At the end of PC’s story, elicit more information about the situation (“What else?” “Any skeletons in the closet I need to know about?”) until PC is finished sharing.

### **Recapitulation and Plan**

4. Verbalize PC’s two biggest goals in his divorce. If PC agrees, move on, if PC doesn’t, dig deeper until you determine goals.

5. Quickly, tell PC your plan of attack for the case, then ask: “Are you comfortable with the plan for your case I laid out?”

### **Price and Pre-Close Intention**

6. Express confidence you can help PC because you’ve helped people in PC’s exact situation, then repeat quickly what the situation is.

7. Ask price question: “How much would it cost you if you (1) don’t maximize your time with your kids, and (2) pay too much alimony/don’t get enough in alimony/don’t get the child support your should/don’t get your fair share from your home/give up

too much of the home or retirement?” Possible follow-up question: “What kind of number would you put on making that mistake?”

Get PC to answer the question by giving you a number. If the number is low ball, correct the person’s thinking with logic and numbers. Once PC says a reasonable number, or you work out a reasonable number, get PC to agree to that number. Then, move to #8.

8. Tell client price. “Now, before I show you how we do things at the firm and how that benefits you, let’s talk about price so you can start making sense of our value proposition. For a case like yours, the average price will be \$X.”

9. Pre-close intention. “To let you know, my goal is to get you signed up today so we can start helping you with your case today. Then, it’s my intention that we serve you so well that you will leave us a 5-star review when we’re done helping you with your case.”

## **Close**

10. Features and advantages (see Features and Advantages Script below for exact wording). Take paper you’ve written notes on, sit next to PC, and write down list of what sets you apart from other divorce attorneys. Here is our list: (1) Communication, (2) Exclusive focus on divorce, (3) System, (4) Team, (5) Cap # of clients, (6) Goodwill, (7) 4000 -3.33+ people helped and 10+ years experience, (8) 500+ 5-star reviews.

Ask: “Are you comfortable with all of this?” Get a “Yes.”

11. Benefits. Relate benefits of the features and advantages to PC, usually something like this: “All of this is designed to maximize time with your kids and maximize the money you receive.”

Ask: “Is this what you want?” Get a “Yes.”

12. Ask: “Do you want us to help you with your case?” Get a “Yes” before you move on.

13. “Good, let’s talk about your retainer.” (Refer to Retainer Explanation Script for exact wording.) Write down retainer numbers and explain how retainer works, then ask, “Does that make sense?” Get a “Yes,” before moving on.

14. Close question: “How do you want to pay?”

15. If necessary, address objections and use closes until you receive payment.

16. Once you have received payment and the retainer is signed, use the lock close: “Is there any reason you would change your mind about us helping you?”

## Features, Advantages, and Benefits Script

“Let me talk to you about how we do things in the office.

[Write down each point as you talk]

1. “First, communication. Number one complaint people have with divorce attorneys is, ‘I call and I can’t get a call back.’ I’ve solved that problem. In addition to all the normal communication you’ll have with your attorney: text, phone call, emails, you want to come in and talk face-to-face, great. In addition to all that, your attorney’s going to call you every Friday, give you an update and answer any questions you have. And every Wednesday, your paralegal will text you, see how you’re doing, and answer any questions you have.

“We communicate a lot. In fact, we over-communicate because it puts us on the same page, working toward the same goals. And it tends to get cases done quicker for our clients.

“You okay with this? [Get an answer, which is invariably yes.] Good, because if you weren’t I don’t want you as a client.

“Here are a few other things that set us apart.

2. “We focus exclusively on divorce. No car accident cases, no real estate cases, we do one thing because we’re going to do that one thing better than everyone else.

“That focus allows us to create systems in which all of our people and everything we do is designed to help our clients get their ideal results.

3. “We do everything as a team. We talk to each other. We strategize with each other. We quality control each other. We read each other’s documents before they go to the court. It builds a better service for our clients.
4. “I cap the number of clients each attorney can help. You go to other places, they have 60, 70, 90 clients simultaneously. They don’t know their clients’ names. Think about trying to call 90 people on a Friday. You can’t, so they

don't get communicated with. I cap the number low to keep the quality really high.

5. "As the leader of the firm, I help judges and commissioners with these crazy cases where there aren't any attorneys and they want someone to help get the case off their docket. Been doing this for years, volunteering, because it builds good will with the judges and commissioners, so when we go before them on our cases, they know, like, and trust us.
6. "We've been helping people through divorce for over 10 years, and we've helped over 4000 people. What this means for you is that we've helped a lot of people in your exact situation, so we know what to do for you.
7. "Last thing, you looked at us online. 5-star reviews. We have around XXX Google reviews as of today. I check the number all the time to make sure we're doing great work for our clients.

"We've created this system and designed it to maximize your time with your kids and maximize the money you receive.

"Are you comfortable with all of this?"

"Are you comfortable with how we're going to approach your case?"

"Do you want us to help you with your case?"

## Retainer Explanation Script

To be explained right after receiving answers to the three questions at the end of the features, advantages, and benefits script.just

“Great, let’s talk numbers. We’re going to charge you for the time we spend working on your case. To get started with a case like yours, we require what’s called a retainer. A retainer is an upfront amount of money paid to get your case going and to keep it going.

“Our retainer is \$X. You’ve paid \$X for this consultation, so the \$X gets you started today. Here’s what happens with your retainer.

“The money you pay goes into a trust account, and we only get what we earn. We’re not just taking that money from you.

“Every month we’ll send you an invoice. That invoice will show you exactly what we did, exactly how long it took, and exactly how much it cost. We’ll take that money because we’ve earned that money. So, say we do \$1000 worth of work in a month, at the beginning of the month, we’ll send you an invoice and take out the \$1000. Then, later in the month, we’ll charge your card and get your retainer back up to \$X.

“So, we always keep your retainer at \$X. It’s like gas in a car; tank’s full, car goes. Then, when we’re done helping you with your case, we’ll refund you the money that’s in your retainer, so you get it back at the end of your case.

“Does that make sense? (Get an answer. If no, explain what PC doesn’t understand. If yes, move on to buying question.)

“How do you want to pay?”

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## 1. MONEY CLOSES

### 1.A. Situation/Complaint: “That’s a lot of/too much money.”

#### 1.A.1. Agreement. Close 1.

“That’s a lot of money.”

“I agree it’s a lot of money. How do you want to pay?”

#### 1.A.2. Agreement. Close 2.

“That’s a lot of money.”

“I agree it’s a lot of money and expect that you knew that before you got here. How do you want to pay?”

#### 1.A.3. Agreement. Close 3.

“That’s a lot of money.”

“I agree, and everyone that has ever hired us has said exactly the same thing. How do you want to pay?”

#### 1.A.4. Won’t be the last time.

“That’s a lot of money.”

“I agree, and this isn’t the first time, and it won’t be the last time that you spend more money than you expected to. How do you want to pay?”

#### 1.A.5. Be grateful.

Option 1

“That’s a lot of money.”

“I agree, be grateful you can invest this much money in your family. Not everyone can do this. There are people who can’t see their kids, and you’re investing so you can protect yourself, your family, and your money. How do you want to pay?”

## Option 2

“That’s a lot of money.”

“I agree it’s a lot of money. Be grateful you are in a position to hire an attorney to help you with this. There are people right now who don’t know where their family’s next meal will come from. They would love to be in your position. You deserve to protect yourself and your family. You’ve worked hard for it, and you’re in a position to do it. Be grateful you can do this. How do you want to pay?”

### **1.A.6. Congratulations.**

“That’s a lot of money.”

“I know it’s a big investment, and you should congratulate yourself for being able to make an investment like this in you and your family. Not everyone can consider hiring an attorney to help them. How do you want to pay?”

### **1.A.7. Do it anyway.**

“That’s a lot of money.”

“I understand that it’s more money than you had budgeted. Do it anyway.”

### **1.A.8. Disease.**

“That’s a lot of money.”

“I know it’s more than you wanted to spend, but it’s not a disease. Spending this money isn’t going to kill you, but losing money and time with your kids will. Let’s do this. How do you want to pay?”

### **1.A.9. Can’t take it with you.**

“That’s a lot of money.”

“I agree it’s a lot of money, but you can’t take money with you when you die. You can use it now to protect yourself, your money, and your kids, though. Let’s do this.”

#### **1.A.10. No shortage of money.**

“That’s a lot of money.”

“I agree that’s a lot of money, and there’s no shortage of money on this planet. There is a shortage of people who are protected during their divorce and have enough time with their kids. How do you want to pay?”

(Possible response: PC: “Well, yeah, there’s no shortage of money in the world, but there’s a shortage of money in my bank account.”

You: “That’s true, and let me ask you, you financed your house, right? You financed your car, right? (Get yeses.) So, when you make an investment in something important, you finance that investment. Same thing here. You’re making an investment in time and influence with your kids over the next X years, and investing in maximizing your money. You’ll put this on a card, then we’ll sell the house and you’ll pay off the card, so you’ll probably pay a few hundred bucks in finance charges to maximize the time with your kids and maximize your money. How do you want to pay?”)

#### **1.A.11. Reduce to ridiculous.**

“That’s a lot of money.”

Option 1 with kids: “I agree. It’s \$10,000, which for two children is \$5,000 each. You’ll raise these kids for the next ten years, so that’s \$500 per year per child. That’s \$1.36 cents per day per child, all so you can make sure you get as much time and custody over them as possible.”

Option 2 with money only: “I agree. It’s \$8000, and your assets with your house, retirement, cars, investments, etc. is \$200,000. Not to mention the money you save/get paying/receiving alimony. That’s, at most 4% of your net worth. Over the next ten years, it’s \$800 per year, or 2 dollars 19 cents per day to ensure you and your money is protected and you don’t pay too much/receive too little in alimony. And that’s just the next ten years.”

**Worked hard to earn this.**

“That’s a lot of money.”

“I know it’s a lot of money. And this is why someone like you works so hard, so that you can earn the right to take care of your family and be protected. How do you want to pay?”

**1.A.13. You deserve this.**

“That’s a lot of money.”

“I know it’s a lot of money, and you deserve to be protected and to protect your kids and your money. If you don’t deserve to do this, I don’t know anyone who does. How do you want to pay?”

**1.A.14. Discount.1**

“That’s a lot of money.”

“That is exactly the reason to do this now and start protecting yourself and your family now.”

“What do you mean?”

“Now is the time because it’s not going to get easier or cheaper by putting it off. Those who are most proactive with their divorce are more successful.”

Note: This seems backward, but it’s not. Being proactive is always the right move, so use that to your advantage and close.

**1.A.15. You knew that before.**

“That’s a lot of money.”

“I agree it’s a lot of money, and you knew that before you got here. How do you want to pay?”

**1.A.16. Quality.**

“That’s a lot of money.”

“I know it’s more than you wanted to spend and I would expect that’s the same thing that happens to you when you buy other products or services. It’s obvious that you are a person who exemplifies quality, hires quality people, lives in quality, wears quality, and knows that quality services and products cost more. Let’s get this done now so you can get through this process. How do you want to pay?”

### **1.A.17. Surgery.**

“That’s too much money.”

“I agree it’s a lot of money. Let me ask you, if your son had an accident and needed an operation that wasn’t covered by your insurance to save his life, would you do everything you possibly could and find the money to pay for the surgery?”

“Yes.”

“And where would you go to find that money? [Get answer to this question]”

“Good, so you can get the money to protect your son. Let’s give that person a call so you can get going with your divorce.”

Note: PCs will always find the money if they are motivated enough and they see the value in what you’re offering. If PC will not call the money source identified, it’s because you haven’t uncovered an objection or you haven’t communicated value well enough.

### **1.A.18. Kidnap.**

“That’s too much money.”

“I agree it’s a lot of money. Let me ask: If someone came to your home and took your son, you would do anything, pay any price to get him back, wouldn’t you? [Get answer]”

“Yes.”

“Of course you would. And that’s the situation you have here. Your ex is trying to take your son from you, and you’re trying to get him back and get as much time with him as possible.

Where would you go to find the money to get your son back? [Get answer to this question]”

“Good, so you can get the money to protect your son. Let’s give that person a call so you can get things started and solve the problem you have right now.”

### **1.A.19. Vehicle.**

“That’s too much money.”

“I agree it’s a lot of money. How much did the last vehicle you purchased cost [you should already know this because you asked during the consult]? [Get an answer]”

“\$20,000”

“Your divorce will probably cost \$6000-\$8000. Is protecting yourself and maximizing the time with your kids worth less than your car?”

“No.”

“Exactly, so let’s do this. How do you want to pay?”

Note: Sometimes, PC will say, “Yeah, but I made payments on my car.” Reply: “True, and you’ll do the same things here. You’ll put this on a credit card like 95% of our clients and make payments. [If they’re getting equity from the home, you can add “until you sell the house and then pay off the credit card all at once.”]”

### **1.A.20. Justify investment.**

“That’s a lot of money.”

“It is a lot of money, and how do you justify an investment of this size in protecting yourself and your family? [Get PC to answer the question]

And that’s why you should do it. How do you want to pay?”

Note: This allows PC to close himself. Make sure to write all the reasons PC says, so you can have it in writing and show it to PC before asking for payment.

### **1.A.21. You'll pay either way**

"That's a lot of money."

"You're right it is a lot of money, but you're going to pay either way. You'll pay us to get the job done right and help you maximize your time with your kids and maximize your money, or you'll pay when you don't have time with your kids and don't get the money you deserve. How do you want to pay?"

### **1.A.22. You're already broke.**

"That's too much money/I'm broke/I can't afford that much."

"Yes, you're broke right now, so do it anyway. If you're already broke, this isn't going to change that, but you'll have time with your kids and your money will be protected. How do you want to pay?"

## **1.B. Situation/Complaint: Check with third-party for money to pay retainer or fees.**

### **1.B.1. PC wants to hire but needs to talk to third-party to get money.**

"I need to talk with my parent/grandparent/paramour/spouse to get the money."

"Okay, let's give him a call now."

"You want to call him now?"

"Yes, you have a problem right now, and we're going to fix it now. I can answer any questions he might have about your case while we're on the phone."

"Okay. " [Calls]

[Chat with interlocutor, answer any questions and address any concerns. When that's done, ask, "Okay, which credit card do you want to pay with?"]

Note: If the person won't make the call, it's likely you haven't uncovered the real objection, so you need to pivot to another close.

### **1.C. Situation/Complaint: Over budget.**

#### **1.C.1. Over budget. Close 1.**

"We're over budget."

"Everyone who hires us is over budget, but they still make it work. We have a support group on Mondays you can come to. It's called "Over budget Mondays." You can tell your story this next Monday. Now, how do you want to pay?"

Note: You have to say this with a smile on your face and communicate that it's a joke.

#### **1.C.2. Over budget. Close 2.**

"We're over budget."

"You're right, and you can probably say that about your credit cards, your car payments, insurance, taxes, groceries, heating bill, restaurants, and your electric bill. They are all more than you want to spend, and you still make it all work. How do you want to pay?"

#### **1.C.3. Over budget. Close 3.**

"We're over budget."

"I understand and would expect this decision will have plenty of company at home and won't be by itself."

"What do you mean?"

"What I mean is this won't be the first time, and it won't be the last, you spend more than you wanted to and go over your budget. How do you want to pay?"

#### **1.C.4. Over budget. Close 4.**

“We’re over budget.”

“95% of the people who hire us are over budget. Just because you made some decisions in the past you shouldn’t have made or bought things you didn’t really need, that doesn’t mean you should penalize yourself today from getting what you need and what makes sense for you to protect yourself and your family. Let’s do this. How do you want to pay?”

**1.C.5. Over budget. Close 5.**

“We’re over budget.”

“I understand, and it’s better to pay a little extra and get what you want than to pay a little less and make a mistake. How do you want to pay?”

**1.D. Situation/Complaint: “I met with an attorney and he said he’d do it for less.”**

**1.D.1. Less money with other attorney. Close 1.**

“I met with another attorney and he said he’d do it for less.”

“Great. If money and everything were the same, who would you rather hire to help you with your divorce?”

“The other guy.”

“Why? Why else? Why else?” [Ask until PC runs out of reasons]

Note: once PC has stated all reasons why he would rather hire the other guy, deal with them. Don’t deal with them before exhausting the list, and don’t say PC is wrong about anything. Get to the end of the list and then deal with the objections.

**1.D.2. Less money with other attorney. Close 2.**

“I met with another attorney and he said he’d do it for less.”

“Great. If money and everything were the same, who would you rather hire to help you with your divorce?”

“You.”

“Why? Why else? Why else?” [Ask until PC runs out of reasons]

“Okay, how do you want to pay?”

“I just said the other attorney costs less.”

“Exactly, we cost more because [tick off all the reasons PC stated for wanting to hire you]. How do you want to pay?”

### **1.D.3. Less money with other attorney. Close 3.**

“I met with another attorney and he said he’d do it for less.”

“I understand, and I assure you that there is a great deal of difference between what he delivers and what we deliver. And once you see exactly what that is, you will see that we actually offer much more value than what the other attorney presented. And when value exceeds price, I think you’ll agree price is no longer an issue.”

[Go back to Features, Advantages, Benefits list if you need to in order to demonstrate our value]

## 2. TIME/STALL CLOSES

### 2.A. Situation/Complaint: I Need to Think about it

#### 2.A.1. I need to think about it. Close 1.

“I need to think about it.”

“Thought is instantaneous. Think of a pink elephant. Did you see it? You see, thought is immediate. What you need to do now is make a decision. Yes or no. Do or don't do. I'm fine with either. Which is it?”

#### 2.A.2. I need to think about it. Close 2.

“I need to think about it.”

“I understand. However, you thinking about it will not change the fact that you need to do this for you and your family, and you're going to do it sooner or later. Let's get this done so you can think about other things that need your attention. How do you want to pay?”

#### 2.A.3. I need to think about it. Close 3.

“I need to think about it.”

“Great! Do you think 2-3 days will be enough, or would 2-3 weeks be better?”

“2-3 days will be enough.”

“The truth is, no matter how long you take, you will be faced with the same three questions. May I share them with you?”

(Get an answer to each of these questions. If you get a no, handle the objection before you move on.)

1. Are you comfortable with how we're going to approach your case?
2. Can you afford our services?
3. Are we the firm you want to help you with your case?

If the answer is “Yes,” then ask “Good, how do you want to pay?”

#### **2.A.4. I need to think about it. Close 4.b**

“I need to think about it.”

“Great, most people want to take time to think about their decision before making it. Let me ask you, on a scale of one to ten, ten being you are ready to pay and get started, and one being you would never hire us, where are you right now?”

Get the answer, then ask, “What would get you to a ten?” Make PC answer.

Notes: This will allow you to undercover any objections. Also, people will often buy if they’re a 7 out of ten or higher.

#### **2.A.5. I need to think about it. Close 5.**

“I need to think about it.”

“I understand. When I’m hiring people I’ve said the same thing, at which time I

1. Didn’t want to confront the sales person,
2. Didn’t want to disappoint him, or
3. There was a concern that still hadn’t been addressed.

Which one is it for you?”

#### **2.A.6. I need to think about it. Copy close. Close 6.**

“Can I take a copy of the retainer home and think about it?”

“Sure, here’s a copy of the retainer. [Hand retainer to PC.] You know, I realized that if our service were exactly what you wanted and the cost was exactly right, I wouldn’t be giving you a copy to think about, I’d be getting started on your case. What isn’t right?”

**2.B. PC needs to check with third-party before deciding.**

**2.B.1. Check with third-party before paying. Close 1.**

“I need to talk with my spouse/parent/sibling.”

“What if he says no?”

Option 1 Answer: “he won’t.”

Response: “Then how would you like to pay?”

Option 2 Answer: “Then I won’t hire you.”

Response: “Would he say no to the price or the service we provide?”

Option Answer A: “Price.”

Response: “What about the price? The retainer or the overall price?”

Option Answer B: “Service.”

Response: “What about the service we’d provide? How we’d approach your case?”

Notes: Since the other person isn’t there, you’re really figuring out PC’s real objection so you can deal with it. Most of the time, when I ask “What if he says no?”, PC says he won’t and then they pay.

**2.B.2. Check with third-party before paying. Close 2.**

“I need to talk with my spouse/parent/sibling.”

“I agree and you should, but if your spouse/parent/sibling is anything like mine, he never tells me no when I really need something. How would you like to pay.”

**2.B.3. Check with third-party before paying. Close 3.**

“I need to talk with my spouse/parent/sibling.”

“Better to ask for forgiveness than permission, so let’s get you started. How would you like to pay?”

#### **2.B.4. Check with third-party before paying. Close 4.**

“I need to talk with my spouse/parent/sibling.”

“Does he approve of your present situation? If hiring us and doing this will improve your situation, certainly he would support you improving your situation.”

#### **2.C. Situation/Complaint: Going to wait**

##### **2.C.1. Going to wait.**

“I’m going to wait.”

“Certainly, you can do that. Let me just share with you what happens when you wait.

1. You still need to get divorced and decide custody of your kids.
2. You still live in a state of limbo in your life.
3. You’re letting things happen to you, instead of making things happen, which means you’ll probably do worse in your divorce.

Let’s do this and get your case started so you can move on with your life. How do you want to pay?”

##### **2.C.2. Going to wait. Sooner or later.**

“I’m going to wait.”

“Yes, you can certainly do that. The reality is you are going to do this sooner or later and you know it. You need to do this, you know we’re the ones to help you, and you know you can afford it. Let’s do this sooner rather than later and get it done. How do you want to pay?”

##### **2.C.3. Going to wait. Get it done and over.**

“I’m going to wait.”

“Of course you could wait and not make a decision about hiring us now, but I want to get this done for you so you can put your attention on things that are more important to you. How do you want to pay?”

#### **2.C.4. Going to wait. Get more done.**

“I’m going to wait.”

“Okay, I understand. But, the sooner we finish this, the more you will be free to get other things done, and the more time you can have to concentrate on those things not yet done. Let’s get started so you can get on with doing all the other things that require your attention.”

Note: This is for high-powered people who make decisions and know that time is money.

#### **2.C.5. Going to wait. Never the best time.**

“I’m going to wait.”

“I agree. You know what I’ve found? There is never a best time to make this decision because you will always have things going on or worries about money. Let’s do this now and get it handled for you so you can start benefiting as soon as possible. How do you want to pay?”

#### **2.C.6. Going to wait. Proactive.**

“I’m going to wait.”

“I understand. I get nervous when I’m about to make a big decision too. You get that knot in your stomach. Can I tell you something I’ve learned helping thousands of people through divorce? I’ve learned those who are proactive, who make things happen, tend to do better. They get more time and more money because they make things happen, instead of letting things happen to them.

You know you’re going to file, right?”

“Yes.”

“Okay, then it’s better to be proactive and get things started for you. How do you want to pay?”

**2.D. Situation/Complaint: “I’m going to meet with another attorney before making a decision.”**

Note upfront: Needing to speak with another attorney is usually a stall tactic (think “I need to think about it” or “I’m going to wait”) is almost always a cover for an unspoken objection. When I started incorporating listing our USPs, three yeses, etc. into my closing script, 95% of “I’m going to meet another attorney” statements went away.

**2.D.1. Meet with another attorney. Close 1.**

“I’m going to meet with another attorney before I make my decision.”

“I understand. It’s good to meet with attorneys. When I’m hiring people I’ve said the same thing, at which time I . . .

1. Didn’t want to confront the person,
2. Didn’t want to disappoint him, or
3. There was a concern that still hadn’t been addressed.

Which one is it for you?”

**2.D.2. Meet with another attorney. Close 2.**

“I’m going to meet with another attorney before I make my decision.”

“That makes sense. You know, I realized that if our service were exactly what you wanted and the cost was exactly right, you wouldn’t be meeting with another attorney, I’d be getting started on your case. What isn’t right?”

**2.D.3. Meet with another attorney. Close 3.**

“I’m going to meet with another attorney before I make my decision.”

“I agree, most people want to take time to shop around before making their decision. Let me ask you, on a scale of one to ten, ten being you are ready to pay and get started, and one being you would never hire us, where are you right now?”

Get the answer, then ask, “What would get you to a ten?” Make PC answer.

#### **2.D.4. Meet with another attorney. Close 4.**

“I’m going to meet with another attorney before I make my decision.”

“I understand. Why do you feel it necessary to meet with another attorney?”

“I want to make sure I make the right decision.”

“The truth is, no matter how many attorneys you meet with, you will be faced with the same three questions. May I share them with you?”

1. Is what we’re going to do for you what you need? [Get answer]
2. Can you afford our service? [Get answer]
3. Am I the kind of person you would want to have help you? [Get answer]”

If the answer is yes to all questions, ask, “Then, how do you want to pay?” If PC will still not pay, then you haven’t uncovered the real objection and you’ll need to try another close.

If PC answers no, then deal with the objections, and go back for the close.

#### **2.D.5. Meet with another attorney. Close 5.**

They’re going to meet with another attorney and you cannot get them to close.

“When are you meeting with the other attorney? [Get answer] Okay, I will call you [at a specific time directly after the consultation]. Will you promise me we’ll talk then?”

Note: If they will not to commit to a future time, there is an objection you have not uncovered. May be a good time for the flush to objection close.

## **2.E. Situation/Complaint: Rash Decision**

### **2.E.1. Rash decision. Close 1.**

“I feel like I’m moving too fast/making a rash decision.”

“I understand, and the reality is it would be impossible at this point to consider any decision you make rash. You’ve thought about this for months. You’ve done your homework about attorneys. We’ve talked through every aspect of your case and I’ve addressed all your concerns. Let’s do this. How do you want to pay?”

### **2.E.2. Rash decision. Close 2.**

“I feel like I’m moving too fast/making a rash decision.”

“I agree, and saying yes right now could not be considered a rash decision. You have needed to do this for years. At this point, it is not only not a rash decision, but absolutely the most reasonable, logical, and frankly the only thing you can do. How do you want to pay?”

### **2.E.3. Rash decision. Close 3.**

“I feel like I’m moving too fast/making a rash decision.”

“I hear you and I agree, but the reality is there are only a few reasons you won’t do this now, none of which has anything to do with your ability to make decisions. May I share them with you?”

1. You have a lack of confidence in our ability to serve you well.
2. The price isn’t right.
3. You don’t have confidence me.

Which one is it?”

Note: Make PC answer you, then deal with the real objection.

**2.F. Situation/Complaint: “I’m not making a decision right now.”**

**2.F.1s. Not making a decision right now. Either Way.**

“I’m not making a decision right now.”

“I understand, but, either way you make a decision. You either decide to continue with your situation right now, or you decide to change things and get what you want and deserve. Either way, you spend money. The question is whether you are going to fight for what you and your family needs, or whether you’re going to continue with what you have right now.

**2.G. Situation/Complaint: PC not sure if it’s worth filing and you’re convinced it is.**

**2.G.1. Not sure it’s worth filing. Ben Franklin.**

“I’m not sure if I should do it.”

“I understand how hard it is to make this sort of decision. It’s said that when Ben Franklin was faced with a difficult decision, he would write down the pluses and minuses of the decision on a piece of paper, so he could get an accurate evaluation of the right thing to do.

[Get a pad of paper, and write “Advantages” on the left and “Disadvantages” on the right, with a line down the middle]

So, what are the advantages of this purchase, and what are the disadvantages. If advantages outweigh the disadvantages, do it. If not, don’t.

[Write down all advantages, asking, “What else? What else?” Do the same for the disadvantages]

**2.G.2. Not sure it’s worth filing. Comparison Alternative.**

“I’m not sure if I should do it.”

“I understand. Let’s compare where you are right now and where you want to be. [Go through where PC is now, what he is paying, custody and parent-time right

now, and how it compares with where PC wants to be. Write all of this down on a pad of paper in two columns, one titled “Now” and one titled “After Change” so PC can see the comparison. Also, show any negatives if there are any.]”

## **2.H. Situation/Complaint: “I changed my mind.”**

### **2.H.1. I changed my mind. Unwind close.**

“I’ve changed my mind. I think I’m moving too fast.”

“No problem. Here’s what we can do. Let’s put off making a decision for a while. How does that feel? Feels good, doesn’t it?”

When I’m hiring someone, I always go through the same thing. I know I want to, but when it comes to making that final decision, I get scared. I get scared I’m doing the wrong thing.

Tell me this

1. Do you really believe what we’ll do for you will satisfy your needs?
2. Can you afford to hire us?
3. Am I the type of person you want to help you?”

[Get answers to each question, then deal with the objections, then go for the close again.]

## **2.I. Situation/Complaint: “I need to pray about this before making a decision.”**

### **2.I.1. Pray before making decision.**

“I need to pray about this.”

“I appreciate that. I pray every day for guidance. How are you most comfortable praying? Let’s pray together. I trust God won’t mislead either of us. I am willing to accept God’s will for both of us.”

### 3. MISCELLANEOUS CLOSES

#### 3.A. Situation/Complaint: General apprehension that can fit in many categories.

##### 3.A.1. General apprehension. Feel-Felt-Found.

I appreciate how you *feel*. I *felt* the same way until I *found* out [tell PC what you found out]. Let's get this started for you. How do you want to pay?"

Note: This close can be used almost anywhere and does well at connecting with PC and showing empathy because you're aligning emotion and understanding.

Example: "I appreciate how you feel. I felt the same way until I found out that those who file divorce first usually do better in the divorce because they're being proactive and making things happen, instead of waiting for things to happen to them."

#### 3.B. Situation/Complaint: Want to get third-party to assist with close.

##### 3.B.1. Third-party assist. Close 1.

"[Third party], at this price, considering what you know about how we're going to approach that case, and knowing PC like you do, what advice would you give him/her about hiring us and the fairness of the price?"

Notes: Used when there is a second person in the room with PC. You want to get that person on board, or figure out his objections so you can handle them, which will enable you to close PC.

##### 3.B.2. Third-party assist. Close 2.

"Did you want me to work it out so that PC pays alone, or did you plan on helping with the retainer as well?"

Note: Only do this after involving the second baseman in the consult.

**3.C. Situation/Complaint: PC needs a summary of value you provide.**

**3.C.1. Summary of value.**

“PC, let’s go over about what you’ll be getting with us that you won’t from other firms:

[Write down everything you can think of that sets you apart, even the stuff you don’t think sets you apart but that adds value to PC]

Are you comfortable with all of that?”

“Yes.”

“Great, how would you like to pay?”

Note: This written summary list should be part of your standard closing procedure. I use it on every PC, even when I know they’re already sold.

**3.D. Situation/Complain: PC is hesitant and needs some momentum to close.**

**3.D.1. PC hesitant and needs momentum.**

“I have explained how we’re going to approach your case and laid out all the numbers to you. How do you want to pay?”

Note: Shut up at this point and wait for PC to answer. Look PC in the eyes. Don’t say a word.

**3.E. Situation/Complaint: “You’re pressuring me.”**

**3.E.1. Pressure. Close 1.**

“It feels like you’re pressuring me/Are you pressuring me?”

“I’m not yet. But I am willing to resort to it to get this done today. How would you like to pay?”

### **3.E.2. Pressure. Close 2.**

“It feels like you’re pressuring me/Are you pressuring me?”

“Please don’t confuse my enthusiasm, my insistence, and my confidence in my firm with pressure. I am confident this is the right thing to do for you. Let’s do this.”

### **3.E.1 Pressure. Close 3.**

“It feels like you’re pressuring me/Are you pressuring me?”

“Not yet, but don’t think I won’t resort to it if you prove yourself incapable of doing the right thing for you or your family. Now, let’s do this.”

### **3.F. Situation/Complaint: PC is unsure of himself and needs pumping up.**

#### **3.F.1. PC needs pumping up. Able.**

“I can’t do it today.”

“Forgive me, but when you say you can’t do it today I have to tell you that shocks me. You are one of the most competent, most able, most intelligent people that has ever sat in front of me. I have people who don’t have near the wherewithal who hire us everyday. Let’s do this. How do you want to pay?”

#### **3.F.2. PC needs pumping up. Who taught you that?**

“I can’t do it today.”

“Who taught you to think like that? You can do anything you want to do, and afford anything you want to afford. That is not you saying that. It must be someone else. Let’s do this. How do you want to pay?”

Note: You need to be absolutely shocked when you hear this from PC.

#### **3.F.3. PC needs pumping up. Intelligence.**

“I can’t do it today.”

“You are one of the most intelligent people that has ever sat across from me, and you know that you have a lifetime comprised of intelligent and well thought-out decisions. This will be another one of those intelligent decisions. Let’s do this. How do you want to pay?”

**3.F.4. PC needs pumping up. Do the right thing. Close 1.**

“I want you to do the right thing as I trust you’re a person who prides himself on always doing the right thing. You have built a life of right actions and decisions. If hiring us doesn’t fit under right decisions, then don’t do it. But, I don’t think that’s the case. Let’s do this if you think it’s the right thing. (If it’s not, then what’s not right?)”

**3.F.5. PC needs pumping up. Do the right thing. Close 2.**

“I want you to do the right thing as I trust you are a person who prides himself on always doing the right thing. You have built a life of right actions and decisions and avoiding wrong ones. If this purchase doesn’t fit under right things, then don’t do it. Let’s logically look at this so you can make the right decision. [Pull out paper and write two columns titled: Right, Wrong.] What makes it the right thing to do? What makes it the wrong things to do?” [Keep going until PC has exhausted each list.]

**3.G. Situation/Complaint: Need to get PC saying yes to close.**

**3.G.1. Get PC saying yes. Three yeses and then close.**

[Ask three questions you know you’re going get a “yes” to]

“Did I answer all your questions?”

“Yes.”

“Was the office easy to find?”

“Yes.”

“Am I the type of person you feel comfortable doing business with?”

“Yes.”

“Great, how would you like to pay?”

**3.H. Situation/Complaint: You cannot figure out why PC will not close, and you’ve tried everything.**

**3.H.1. Tried everything. Looking for a reason not to decide?**

“Excuse me, but may I ask, are you looking for a reason to make a decision to hire us, or are you looking for reasons not to?”

“No, I’m not trying to be difficult.”

“Great, then what are some of the reasons to hire us?”

**3.H.2. Tried everything. Flush the objection.**

“If everything were right, would you make a decision to hire us now? [Answer: Yes] So, what is it? The price? The service? Me? The firm?”

[Get answer to each, then deal with the objections]

**3.I. Situation/Complaint: Not able to close, PC about to leave office.**

**3.I.1. About to leave office. Apology Close.**

“I really need to apologize to you for not being able to get you started today. Can I ask: Was it something I did? Was it something I didn’t do? [Get answer]

[If no] Then let’s get this started rather than you going home, or you having to go through the process of looking for another attorney.”

Note: Do this when you have walked PC downstairs to the lobby. Every person doubts their decisions, so use this as a way to attempt another close.

**3.J. Situation/Complaint: Very last thing you do after PC pays.**

**3.J.1. Very last thing you do after PC pays. Lock close.**

“Would there be any reason you would change your mind about this decision to have us help you?”

Note: You want to ensure they will not back out because of some unspoken objection. Get it all out and lock down the close.