



Persistency Pays



12 Steps to Better Persistency & More Money

1. Use the membership yourself

As our Founder, Harland C. Stonecipher always said, the most important sale you'll ever make, is when you sell yourself. It's hard to share a membership you have no experience with or passion for. Using the membership will give you experience, the testimonials and the passion you need to write good business that stays on the books for a long time. Business that stays is business that pays.

2. Use bank accounts rather than credit cards

When you sign up new members, ask them for their checking/savings account rather than a credit card. You can always default to a credit card if they don't have their banking info, but just know that credit cards expire every 3 years or so. Bank accounts don't. When a card expires, all auto-drafts on that card get canceled, including their membership.

3. Do not accept pre-paid credit cards

NEVER under any condition accept pre-paid credit cards. Retention on memberships purchased with pre-paid credit cards is dismal. If this is their only payment option, and they really want to have our membership, request an annual payment.

4. Use the Living Will Form

When you sign up a new member/recruit, have them sign the [Living Will Form](#) and mail it to the home office for them. Doing this will result in your new members law firm calling them to introduce themselves, welcome them to the family and help them get their [Living Will-Advanced Health Care Directive](#) completed. Imagine how impressive this will be to your new members, not to mention the peace of mind they will enjoy.

5. Encourage your new member to use the membership

Most people who cancel their memberships do so because they never used it. They wonder to themselves, *Why do I keep paying for this every month when I never use it?* But if you will get them to use it, they will be much more likely to keep it and love it. A great place for your new member to start using their membership is to get their will done.

6. Use the Temporary Membership Kit

After completing the paperwork with your new member/associate, be sure to give them their Temporary Membership Kit. The Temporary Membership Kit is a physical reminder of the value of the membership they just purchased. In it, is a temporary membership card where you can write the number to your members law firm as well as the customer service number, a decal they can put on their car window, and a will questionnaire form so they can start working on their will right away. This encourages usage which results in good persistency and more money for you. Temporary Membership Kits can be purchased from corporate for \$1.50. Corporate is open Monday - Friday, 7AM - 7PM CST. Dial 580-436-RICH Option 1.

7. Don't oversell the membership

The membership is one of the most incredible values in North America... just as it is. We don't need to embellish it or suggest that it does things it does not. This often results in a cancellation

and decreased earnings. It's much better to undersell and over-deliver than to oversell and under-deliver.

8. Send thank you post cards to every new member/associate

Post cards which were once common, have become very uncommon. Just as uncommon as a hand written letter. Use this to your advantage. Send your new member/associate a handwritten post card thanking/congratulating them for buying the membership from you and remind them to use their membership. Your note might say:

"Jack, hey thanks for buying the membership from me. You're gonna love it! Be sure to get your will done yesterday, ok? :)" You can get professional post cards with company logos by calling Corporate at 580-436-RICH Option 1. They are open Monday - Friday, 7AM - 7PM CST.

9. Offer an annual payment option

You would be surprised how many people have the money to make an annual membership payment, rather than paying monthly. As well, there are many people who simply don't like monthly payments/drafts and would love to pay annually. So when you are doing the paper work for your new member/associate, when you get to the payment section, simply ask: "Would you prefer to pay monthly or annually." Every now and again, someone will say, "Annually!" And that will help your persistency.

10. Down-sell when needed

In sales and marketing, it's always desirable to "up-sell" your customer. For example, at a restaurant, when the customer orders nachos, a good server will ask, "Would you like guacamole with that?" This is classic up-selling. However, in our business, sometimes it makes more sense to down-sell our members. If you are signing up a new member/associate who you know is barely getting by, it wouldn't make sense to sell them the \$35.95 plan. It would make more sense for you to down-sell them to the \$26.95 plan or even the \$17 plan. Doing so will often prevent cancelations. When every dollar counts, there's a big difference between \$17 and \$35.

11. No 911 membership sales

There are some companies online that will sell you information of desperate people who are searching for "free legal help" or "cheap attorneys." These people already have a legal emergency and often don't want a long term "membership." They simply want a cheap attorney who will make their problems go away. When we market to these people 1 of 2 negative scenarios often occurs. They either use the membership and it makes their problem go away and they cancel their membership. Or they use the membership and it doesn't make their problem go away, so they cancel their membership. Likewise, you may know people who are having legal emergencies. We need be very cautious about enrolling these people without them showing enthusiasm for our membership rather than a quick fix.

12. Stay in the desired demographic

Everyone can benefit from our membership, however some people have proven over time to be better members than others. We have found that couples, 25 years or older, with children, cars, a mortgage, a job or a business and who speak fluent English are the best candidates for buying and keeping our membership. These are typically people who buy other protection plans and insurances such as AAA and life insurance. These make for excellent, long term members.

