

COMMON OBJECTIONS TO SCHEDULING INTAKE CONSULTATIONS

| OBJECTION | RESPONSE TO OVERCOME OBJECTION |
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| 1. I don't have the money for a consult. | ASK: Do you not have money at all, or do you not have money for this? Screen and qualify. <i>DO NOT BUY THE STORY AT FIRST BLUSH.</i> If the person says they do not have money for this, circle back to urgency. |
| 2. I don't want to pay until I meet the lawyer. | REFERENCE marketing assets, public profile, USPs (Unique Selling Proposition) and other tangibles. Consider (a) weaving in marketing videos into intake process; and (b) waiving fee if they appear for consult (to give feeling of "free" without offering free). |
| 3. I need to think about it. | PRESS for what information they will need to consider before proceeding. <i>[This is designed to get the person talking. Often, other objections will arise.]</i> |
| 4. I expected a free consultation. | DESCRIBE value. Circle back to urgency. Their problem is major to them. Their solution (your consultation) should be worthy of their problem in magnitude. |
| 5. I want a fee quote first. | DIFFERENTIATE your firm from those who quote fees. Just as a doctor does not diagnose a headache verses a brain tumor on the phone, so too should a lawyer not GUESS ... doing so suggests a desire to "get you sold" verses "appropriately diagnose the problem and offer realistic analysis, including cost." |

GENERAL RULES THAT APPLY TO OBJECTIONS GENERALLY

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| Do | Don't ever be afraid of them; recognize them for what they are. Your prospect is letting you know what still must be done before the sale can be made. |
| Don't revert | Don't revert to the old concept of the sales interview as a conflict between buyer and seller. It's not. You and he are on the same side of the fence now. |
| Do NOT disagree or contradict | Do NOT disagree or contradict the PNC. MOST people have difficulty being told they are wrong. |

PROCESS TO HANDLE OBJECTIONS

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| 1. HEAR. | No interruption. No interjection. No conversation. Just. Listen. |
| 2. AGREE. | Recognize that he's raised a thoughtful point, one that merits his concern. |
| 3. SUGGEST. | Suggest another alternative to their perspective. |

ALTERNATIVE PROCESS TO HANDLE OBJECTIONS

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| 1. FEEL | I understand how you feel. |
| 2. FELT | Many of our clients have felt the same way. |
| 3. FOUND | What they have found when working with us, however, is ... |

**If you're ready to take your intake process to the next level,
contact Law Firm Mentor**

<https://meetme.so/LawFirmMentor>