

## COMMON OBJECTIONS TO SCHEDULING INTAKE CONSULTATIONS

OBJECTION	RESPONSE TO OVERCOME OBJECTION
1. I don't have the money for a consult.	<b>ASK:</b> 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.	<b>REFERENCE</b> 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.	<b>PRESS</b> 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.	<b>DESCRIBE</b> 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.	<b>DIFFERENTIATE</b> 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 <i>GUESS...</i> 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

<b>Do</b>	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.
<b>Don't revert</b>	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.
<b>Do NOT disagree or contradict</b>	Do <i>NOT</i> disagree or contradict the PNC. <i>MOST</i> people have difficulty being told they are wrong.

## PROCESS TO HANDLE OBJECTIONS

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

## ALTERNATIVE PROCESS TO HANDLE OBJECTIONS

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

If you're ready to take your intake process to the next level,  
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