

# Call Script for the Legal Vertical

Use the below call script for outreach to law firm prospects.

Hi [NAME], this is [YOUR NAME] from [YOUR COMPANY]. The reason for my call is that many law firms don't have phone systems that cater to the needs of their lawyers and associates. Vendors offer lots of bells and whistles, but they don't understand what you actually need to run your business.

What if you could modernize your phone system to get the mobility and other key features you need, while also streamlining maintenance—and doing it all cost-effectively?

## If open to discussion (general questions to ask)

### **If you're talking to a *fee-based firm*:**

Many law firms we speak with have some specific requirements, such as the ability to use mobile phones for calls and texting without divulging personal cell numbers, voicemail transcription, and the ability to use account codes to attribute time to a docket or a case number. And, particularly for those that operate multiple offices, streamlined inter-office communication with simplified management is a must. What capabilities are critical for your firm that you're missing from your current setup?

### **If you're talking to a *contingency-based firm*:**

Many law firms we speak with have some specific requirements, such as business texting capabilities both to communicate with clients and for marketing and advertising, voicemail transcription, and reliable call-center capabilities. And, particularly for those that operate multiple offices, streamlined inter-office communication with simplified management is a must. What capabilities are critical for your firm that you're missing from your current setup?

Law firm partners, administrators, and IT directors all tell us that rock-solid call quality and service dependability is critical—as is the ability for lawyers and associates to work out of the office as easily as they do in the office.

If you don't mind me asking, what are your biggest frustrations with your current phone system?

[Move to close]

## If not open to discussion

When would be a better time to call back? Or is there someone else at [LAW FIRM] I should contact?