

Ascent Legal - Legal Lead Closer Outline

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Basic App Flow Outline

1. Standard Introduction from Lawyer
2. Capture personal info about the client – Name, Phone, Email
3. Questions of the arrest – 10#
4. Question – Personal Pain Point – 3#
5. Pitch – Thank you and what we can do for the client
6. Closing of Presentation – Costs of services \$
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App Script

Standard Introduction From Lawyer

Attorney: Hello thank you for reaching out to _____. I am attorney _____. How may I help you today?

Client: "Hello, I was charged with _____ or _____."

Attorney: I am sorry to hear that. Again I am attorney _____ and before we start I want you to know that I have been practicing law for over _____ years and in my career i have handled well over _____ DWI cases so in other words you are in excellent hands. Do you mind if i ask you a few questions so that I can determine how to best help you?

Client: Go right ahead

Capture personal info about the client – Name, Phone, Email, DOB

Attorney:
What is your legal name (have them spell it)?

What is your cell phone? Home phone?

What is your date of birth?

What is your email address?

Questions pertaining to the arrest

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What court are you charged in?

(I would like to have a drop down of all the city, town and village courts in NY)

What county?

(Drop down of all counties)

When is your court date?

(calendar)

What time?

Why were you stopped by the police? Or how did they engage you?

Were you involved in an accident?

(Yes or no)

-If yes

Did you hit another vehicle?

(Yes or no)

-If yes

Were they injured and if so to what extent?

-If no

Tell me about your accident?

(If yes to accident):

Were you medically evaluated and if so by whom?

What did they say to you when the officer approached your vehicle?

Did you make any statements to the officer?

(yes or no)

If yes, what did you say?

Did you tell the officer how much you have been drinking or what drugs you may have been on?

Did he make you step out of the vehicle?

Did you have to do any Field Sobriety Tests?

If so, which ones?

(a drop down of, Horizontal gaze nystagmus/ One leg stand/ Walk and turn/ Romberg balance/ Alphabet recital/ Finger to nose/ Finger count/ Other_____

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**Did you take a breathalyzer at the scene?
(yes or no)**

**Were you handcuffed at that point?
(yes or no)**

**Did the officer read you the Miranda warnings?
(yes or no)**

**Were you taken to the police station?
(yes or no)**

**Did they put you in a cell or handcuff you to a bench?
(yes or no)**

**Did you take the chemical test (breathalyzer) at the station?
(yes or no)**

If yes- Was it a breath test or a blood test?

What was your BAC?

**Was your vehicle impounded or towed?
(yes or no)**

If yes have you recovered it yet?

Questions – Personal Pain Point

Thank you for letting me know about your arrest and the events that happened, I know this can be difficult to talk about. But now I am going to ask you a few questions regarding how this could charge could affect you personally so that I can determine what your goals are for an outcome.

What do you do for a living?

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**Is this something that could affect you professionally?
(yes, no)**

**If yes- How so?
(note to lawyer, have them express to you what they may have to lose)**

**Do you have a family member or members that rely on your income?
(yes or no)**

If yes- How do you think this will affect them?

**What is your biggest concern or fear facing this charge?
(Drop down box of the following: Prison/Jail, loss of license, loss of job, costs associated with legal fees and fines, criminal record, other)**

The Pitch

Thank you again for sharing your experience with me. What you went through is never easy and being arrested for DWI is tough. Sometimes, cops aren't nice and handcuffs hurt and the whole experience is just humiliating. So I am glad that you reached out because our firm specifically focuses on DWI defense and we can definitely help you.

-What you're currently facing is a DWI charge and if convicted it's punishable for up to one year in jail, a revocation of your driver's license for 6 months to a year and just so you know a revocation means your license is cancelled and not merely suspended. So you would have to retest and reapply etc...

-Up to \$1000 to \$2500 in fines; and the worst part is that it is part of a permanent criminal record. So if your employer or future employer were to ask you if you have ever been

convicted of a crime the answer is yes. And that will pop up on any background check and that's forever, you cannot expunge or remove a criminal conviction for DWI in the state of New York. Anyone could also look it up your record on Google.

Most lawyers will accept the evidence that they have against you and simply look to "plea bargain" which means to negotiate with the prosecuting attorney. How we are different is that we are looking to suppress those usual or traditional pieces of evidence that they have against you. By doing so we can normally affect the case in a more positive way and to get you a result that you will be happy with.

But here is the key _____(name of client) because our familiarity in this area of law is so prolific it means that we KNOW all of the different things that can go WRONG with a typical DWI arrest.

For example if you're doing the Field Sobriety Tests in the dark, in the cold and on the side of the road the officer has already made a major mistake.

Those tests are designed to be performed in a well lighted environment so that you can see the proper cues. An even surface so that you don't have to deal with the curvature or slope of the road and also where you have normal room temperature so that you're not shivering and shaking which obviously affects your fine and gross motor skills.

There is a study that shows that 97% of officers misadminister these tests and THIS MATTERS because how are you going to pass the tests if they aren't giving them to you correctly to begin with? This is a major flaw that most lawyers don't even know about and they accept the tests as if they are performed and executed correctly.

Another problem with most DWI arrests is that the breathalyzer also known as the chemical test can be affected by a multitude of things; If you smoke, vape, chew tobacco, work around certain chemicals such as acetones, paints, cleansers, or if you suffer from acid reflux or if you're diabetic asthmatic, if you have high or low blood pressure, maybe you are on medication whether its over the counter or prescription medication...perhaps you have had dental work in the past that has left holes along your teeth or gum line that could trap alcohol. These are just SOME of the many different conditions that could affect the chemical test or breathalyzer. Because we are so well versed in DWI/DUI defense we make these arguments regularly.

Closing:

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Attorney: Now (name of client), Your investment for our firm to represent you in a case like this is \$_____ .

Is that something you can put on a credit or debit card so that we may start to defend you right away?

Client: Yes

Attorney: Go ahead with the credit or debit card number

[DEV NOTE: integrate payment processor (Stripe, Other) in this section]

Client: No

Attorney: I hear what you're saying __ (name of client) but let me ask you this: Do you like the idea of working with a law firm that only focuses on DWI/DUI defense?

Client: Yes I do... *(RIGHT HERE the client normally tells you what the real hold up is and it's usually a lack of money and that they have to find a way to get it. If it's them shopping around or looking to speak to a lawyer that they have been referred to scroll down *)*.

- **PATH A: "Need to think about it"**

- -I would like to speak to my husband/wife, another lawyer, a friend, accountant, mom/dad.
- -I normally don't make decisions on impulse and need to think about it.

Attorney: I can understand why you would want to find the very best to represent you (name of client) and you are afraid of making a bad decision. Exploring all options makes sense but if you think about it, this is why we have made it very easy for YOU to find US.

You are charged with Driving While Intoxicated and it is because of our extreme commitment to DWI Defense that brought you to us and the truth is that most

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lawyers don't know what they don't know when it comes to defending your DWI case.

If you look at other lawyers' websites, you can see all the other types of law that they may practice and what that means to you is that you would be working with a lawyer who divides their knowledge and time on other cases that are in no way related to a DWI or like yours at all. You cannot afford to make any more mistakes (name of client) and calling us was the best decision you've made since this event happened. By delaying this process you may be hurting your case because there are immediate steps that we take to make your case better.

Sound fair enough?

Client: Yes....

Attorney: Go ahead with the card number *(do not say anything until the client speaks first)*.

Client: No...

Attorney: Go into the history of the firm, tell them about your history and why you do what you do... Then go back to close.

● PATH B: Money objection

- *I don't have that kind of money /*I can't afford it
- *Do you need the full payment upfront
- * Do you have payment plans
- *I don't have that kind of money/ I dont get paid until (a date further out)...I have to ask my friend/family member/get a loan/ apply for a credit card.

Attorney: Well I completely understand how difficult this can be, no one ever prepares to hire a DWI lawyer, however our firm is very unique and unlike most criminal lawyers that do NOT accept payment plans WE DO! And with a down payment now we can get started to take those crucial steps needed in defending you.

How much could you do now?

● Path B1: Client: I can do "\$X" today...(if enough, go to close)

○

● Path B2: If not enough...

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I am sorry but that is not enough down for the type of case that you're facing. Our firm minimum is \$X.

(Let the client speak)

Client: Ok, I can do that.

(Go to close)

- **Path B3: Client: I cannot do the minimum down**

Attorney: I understand that this is hard but perhaps you could ask a friend or family member to help you with the down payment. About 70% of our clients hire us with other people's money.

Is that something you can do?

Client: Yes

Attorney: When would you like for me to follow up with you? Remember that time is of the essence so please take down my personal cell phone number so that you can reach me the minute you can make this happen so that we in-turn can start defending you.

Take down time and date to follow up and set up in calendar