

Know the FUX to give the FUX!

Listen for phrases that express empathy, expertise and leadership.

Examples of Empathy Expressing FUX:

- I'm sorry you're going through this.
- You don't have to fight alone!
- I can only imagine!
- What an ordeal you've been through!

Examples of Authority-Building FUX:

- X is recognized for his work in this type of claim.
- X's clients trust him with cases like this all the time.
- We are proud of our results and happy clients.

Examples of Leadership-Expressing FUX:

- Let's get you booked in right away.
- You need experienced counsel.
- I'm going to introduce you to some trusted providers who can help you with your recovery.
- I'll take care of this.

EVERY CALL COUNTS



Call Handler: _____

Time/date: _____

YES | NO DID THE CALL HANDLER:

<input type="checkbox"/>	<input type="checkbox"/>	Introduce him/herself?
<input type="checkbox"/>	<input type="checkbox"/>	Collect PC's name EARLY?
<input type="checkbox"/>	<input type="checkbox"/>	Ask permission?
<input type="checkbox"/>	<input type="checkbox"/>	Use the caller's name?
<input type="checkbox"/>	<input type="checkbox"/>	Make a connection?
<input type="checkbox"/>	<input type="checkbox"/>	Give a few empathetic FUX?
<input type="checkbox"/>	<input type="checkbox"/>	Highlight the firm's expertise?
<input type="checkbox"/>	<input type="checkbox"/>	Exercise leadership?
<input type="checkbox"/>	<input type="checkbox"/>	Discuss next steps?
<input type="checkbox"/>	<input type="checkbox"/>	Provide his/her name at the close?

/10

Circle One:

Poor

Acceptable

Exceptional