

The Collector Chronicle

NORTH AMERICAN RECOVERY

NOVEMBER 2019

AMERICA'S COLLECTION AUTHORITY

LAST MONTH'S LUCKY WINNER

The lucky winner of our client prize for October is Vivint Solar Developer LLC. They have been using our agency since 2018! We will be sending Cody a gift card to The Gap / Old Navy / Banana Republic! Enjoy!

The Gap
Old Navy
Banana Republic

THIS MONTH'S PRIZE

This month we will be giving away a gift card to a selection of the Darden Restaurants! Each client who sends new accounts during the month of November will have their name entered into a drawing. At the end of the month, we will draw a name. If it's yours, you'll win the prize.

*Don't miss out on your chance to win.
Send new accounts in November!
Good Luck!!*

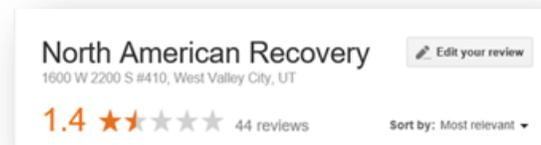
The Olive Garden
Longhorn Steakhouse
Bahama Breeze
Seasons 52 Fresh Grill
Yard House
Red Lobster

WHY YOUR GOOGLE REVIEWS MATTER AND WHAT YOU CAN DO TO IMPROVE THEM

BY: DAVID J. SAXTON
PRESIDENT, NORTH AMERICAN RECOVERY

Do "Google reviews" matter? If so, to whom? Customers? Clients? Employees? Vendors? The reviews are out there, and growing every day, but do they really matter? I say they do. I don't like it, but that doesn't change the fact. People read them. And they matter. Knowing this, what can you do? That's what I wanted to talk about this month.

When I decided to pull my head out of the sand and deal with our Google reviews, our ranking at the time was 1.4 stars from 44 reviews.



Pitiful...

Like many businesses, I had been choosing to ignore these reviews since I didn't have any real power to have a review removed. I also knew that our clients didn't put much weight into those reviews because they knew we represented them professionally and we always treated their customers, consumers or patients with respect and dignity.

What I didn't realize was that potential clients and employees saw these reviews. And, if they weren't familiar with the industry or our agency, they would choose not to work for or with us. It made hiring and acquiring new clients very difficult. I had to do something about it.

So I started a new program. I rolled it out to my employees with the hopes of generating positive reviews. It's had fantastic results in a very short time. In fact, in the first 90 days our ranking has improved to 3.8 stars, and I'm sure it will surpass 4 stars in no time which is pretty darn good for a collection agency if I do say so myself!

Following is an excerpt from the actual policy I came up with to improve our reviews. I'm sharing it with you in case you are looking for ways to improve your Google reviews. I hope you find it helpful. ☺

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North American Recovery

Website

Directions

Save

3.8 ★★★★★ 187 Google reviews

Debt collection agency in West Valley City, Utah

Address: 1600 W 2200 S #410, West Valley City, UT 84119

Google Reviews

With the advent of the internet, everyone can state their opinion on some version of social media. One of the most-viewed sources has become the Google Map listing for a business. Google has control of the listing and they allow just about any comment—as long as it doesn't violate their standards.

For a collection agency, this can be a bit frustrating because even if a consumer's statement is 100% false, there isn't really anything the agency can do about it. It's virtually impossible to stop false claims, but there is something we can do to combat them. First, if we respond to each comment in a professional, respectful way, it will show anyone reading the statement that there are two sides to every story and perhaps the consumer is exaggerating if not making an outright false claim. The second, and more important thing we can do, is to solicit positive reviews from satisfied clients and consumers.

This article will help a collector or client service representative identify potential positive review candidates and give specific instructions on how he or she can ask the consumer if they will write a Google review. It will also help our sales representatives and client service representatives identify potential client reviews as well.

Listening for clues that the consumer you're talking to might be willing to write a positive review.

How will you know when the consumer you're talking to is someone that would be willing to write a review? You will listen for phrases like this:

- "Thank you so much for helping me with this, I really appreciate it."
- "You've been great to work with, thank you so much."
- "I really appreciate everything you've done to help me with this. Thank you."
- "You're not like other bill collectors I've talked to."
- "Thanks for all of your help."

Essentially, anything they say that conveys a message of gratitude and/or appreciation. When you hear a phrase

like this, you'll first respond with one of the following phrases or something similar:

- "Thank you so much, we strive to provide excellent service. I'm happy this has been a good experience for you."
"Thank you. An important part of my job is making sure you have a positive experience with our company."
- "You are so welcome, it's part of my job and I'm happy I was able to help you."
- "We really do strive to make sure everyone we talk to comes away with a positive feeling. I'm glad I was able to help you."

After you've appropriately thanked the consumer, you'll then be ready to ask if they would be willing to write a positive review. You'll do so by using the following scripts. The conversation will look something like this:

Consumer: "I really appreciate everything you've done to help me with this. Thank you."

Collector: "You are so welcome, it's part of my job and I'm happy I was able to help."

Consumer: "Well, you did a great job."

Collector: "Awe, thanks again. And by the way, before I get off the phone with you, would you be willing to write a Google review about your experience with us?"

Consumer: "Sure, I'd be happy to."

Collector: "Okay, thanks. I appreciate it. Can I send you a quick email that contains a link that will take you to our page so you can write the review?"

Consumer: "Sure."

Collector: "Okay, what's your email address?" (If you don't already have it. If you do skip this question.)

Consumer: ConsumerName@Gmail.com (When you have their email, email them the Google review notice.)

Collector: "Okay, I've just sent you that email. Thank you for writing a review. I appreciate it."

Consumer: "No problem."

Collector: "Have a good day. Bye."

Consumer: "Bye."

The first time a collector sent this notice, they received the following review.



Klaudia Stan
Local Guide · 76 reviews · 195 photos

★★★★★ 7 months ago

Unfortunately I had some medical bills into collections. I've noticed it on credit karma. I called the office and paid the bill within a month. The girl that took my call was very sweet and understanding. You guys have to understand...these collection companies are not the bad guy... Compared to others, this one actually has a +++ customer service.

Reply 2

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We listened to the call with this consumer and it was great. But the best part about it is the fact that it was just a regular, standard call, just like hundreds of calls we have with consumers every day. Nothing really stood out. The collector wasn't "overly friendly" or fake. She was genuine, professional, and respectful, and helped the consumer in an efficient and timely manner. Just like our collectors do on every call all day long.

Client Google Reviews

Candidates for a client google review are plentiful. They are very happy. We've already had a few clients take it upon themselves to write a review—without us even asking. So, once we start asking, things will really take off.

Candidates for a client review are very easy to identify. Here are just a few things to look for:

- We send them a big remittance check.
- They tell us how happy they are with our services.
- They tell us what a great job we are doing.
- They tell us how they always tell our competitors "Don't even bother, I'm always going to stay with NAR."

Basically, any positive comment opens the door for you to solicit a review.

Here is what that conversation might look like:

Client: Wow, that's a great check! Great job on collecting that much this month.

NAR Representative: "I know, I was excited when I saw that. Hey, can I ask you a favor? Would you mind writing a Google Review for us?"

Client: "Sure, I'd love to."

NAR Representative: "Thank you so much. I'm going to email you the link right now. Once you get it, just click on the link and it will take you right to where you can add the review."

Client: "Okay, I'll keep an eye out for it."

NAR Representative: "Thanks again and have a great day!"

Client: "Thanks, you too."

Conversations will vary based on the situation, but the basic idea of asking for a review, then telling them you will email the link is the way we want to proceed. This is because the link will take them directly to a window where

they write their review. So, make sure they write their review *only after* you've sent them the link. Keep the link stored on your desktop or an easily accessible location on your phone so you can send the email during your conversation with the client. Here is the link:

<https://search.google.com/local/writereview?placeid=ChIJk9er7kyLUocR4-Nm7KMe1b8>

There you have it! We went from 1.4 to 3.8 in a short 90 days simply by asking. I hope this article helps. Have a great month! Dave.

About the author: David J. Saxton is the President, CEO and owner of North American Recovery, a third-party collection agency founded in 1993 and headquartered in Salt Lake City, Utah. Dave and his 70 full-time employees provide debt-collection services to more than 3,000 businesses in all 50 states.



Dave enjoys writing, the great outdoors, sports cars, motorcycles, and spending time with his wife of 31 years, Shelley, and their two daughters, Jordan and Breeanne.

Dave would love your feedback and comments. Contact him at: DaveSaxton@North-American-Recovery.com or (801) 364-0777 ext. 106.



The Collector Chronicle is published by NORTH AMERICAN RECOVERY for prospective and current clients. The owner, David Saxton, welcomes your questions or comments.

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