



How to use ISA teams to scale your law firm



Ian Almasi

CEO, Immigration Finder
Immigrationfinder.com
www.linkedin.com/in/ian-almasi/





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What is an ISA?

- ISA is an Inside Sales Agent
- Someone that makes/receives phone calls all day
- Can be someone outsourced or in house



Who can benefit from an ISA?

- Already really big in the Real Estate industry
 - Tons of call centers to outsource to that already have great systems
- Businesses that need people on the phone
 - EVERY BUSINESS!
- Businesses that are heavy on phone sales



What is the purpose of ISA in your business?

- Make phone call for your clients
 - Book leads to appointments
 - Follow up on appointments
 - Call online leads
 - Surveys
 - Customer service
 - Make networking calls
 - Call past prospects
 - Can be your assistant
 - Make agreements for you
 - Whatever you need!



Different ways to host an ISA

- Hire direct
- Outsource to a call center
- Hire a trained service provider for your industry



Different types of ISA services

- Dedicated agent
 - Outsourced employee you pair with a company
- 3rd party answering service
 - Answers inbound calls 24/7
- Rotating agents



Advantages of having ISA's in house

- More control
- You manage them directly
 - This can be a disadvantage also
- Usually can pay less
- Not relying on relationship with someone else



Disadvantages of having ISA's in house

- Takes time to train them
- More liability
- Need to have SOPs and systems to hold them accountable



Where and how to find ISA's

- Google for call centers and ISA services
- Upwork.com
- Indeed.com
- Call Centers
 - This is my preferred method
- Outsource to an existing team
 - There are a lot of these services



How Immigration Finder Uses ISA's

- 3rd party answering service
 - Answer phone calls for you
- Make outbound calls on online leads
- Follow up with appointments for the attorney(s)
- Close leads for the companies we work with by doing follow up



How do you get help?

- Scour the internet to find a good provider that hopefully understands your industry.
- Hire, train, and manage a new person while teaching them the ins and outs of immigration law.
- Cross your fingers you find someone good from your online ad...



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