

MASTERING THE 3-WAY CALL

Take a few minutes to read this information on how to effectively use the **3-WAY CALL** because it is part of our **SYSTEM** and is so extremely vital in growing your business. The **3-WAY CALL** is very useful when **INFLUENCING RECRUITMENT** of a new prospect or **WELCOMING** a new Associate to your team. Understand that although your prospect may like you very much...you might not have the respect and the influence between you and your prospect in regards to your new services and or opportunity...but if you can learn how to effectively edify and hand off to a **THIRD-PARTY EXPERT** then it's not all about you and the **THIRD-PARTY EXPERT** can help you possitive results.

So what exactly are we doing when we do a **3-WAY CALL**?

We are simply **BRIDGING THE GAP OF CREDIBILITY AND INFLUENCE** in order to create more respect between you and your prospect. So your job is only to **PIQUE INTEREST** of a prospect and then point to a **THIRD-PARTY EXPERT** who you have previously edified.

STEP 1 ● The Contact Of Your Up-Line Or Expert:

Contact your Up-Line or Expert by phone 1 to 3 hours prior to doing a 3-Way Call with your prospect in order to know if your Up-Line or Expert will be available during a certain time. This will also give your Up-Line or Expert valuable information about your prospect that can be used during the call...information such as...

- Who your prospect is.
- How you know your prospect.
- How long you have known your prospect.
- What tool are you using or have used to share the information with your prospect.
- Are you trying to share the Membership or the Business Opportunity or both.

STEP 2 ● The Follow Up Call:

After you have shared the infomration by giving a proper exposure, contact your prospect by phone or in person. Ask your prospect these three major questions...It's not just what you say, but rather how you say it...Use script...

"What did you like best about what you've seen?"

"What is your interest level on a scale of 1 to 10 on the Membership?"

"What is your interest level on a scale of 1 to 10 on the Business Opportunity?"

STEP 3 ● Controlling The Opening Of The 3-Way Call:

After your prospect tells you what he or she likes best and the level of interest...continue with statements not questions...meaning that you are not asking for permission, but rather telling your prospect what you are going to do next. This is your business, so you must be confident and in control of your business and your language...It's not just what you say, but rather how you say it...Use script...

"O.K...That is great!!!!...What I'm going to do is get one of our top executives Mr. Smith on the phone with us ight now on a 3-Way Call...He's a totally awesome person...really down to earth...and loves having a lot of fun - He's helping to lead the national expantion - He has all the facts."

"He can answer any questions or concerns that you might have right now so you can get 100% of the information...Because I know you would want 100% of the information to make a smart and logical decision...Right?"

"I know he's a busy man, but I know he will take a few minutes to chat with you, because I had told him prior to our conversation what a great person you are...Just hold the line for a minute."

Hit The Flash Button or Add Caller and then Merge Call - Use script...

"Hi Sally...I am so happy and excited that we have Mr. Smith on the phone with us...Mr. Smith are you there?"

"Mr. Smith...this is my friend Sally...Sally this is one of my business partners and one of our top executives in our company, Mr. Smith...So I will let you take over from here Mr. Smith."

STEP 4 ● Keep Quiet!!! Listen, Learn and Wait For Instructions or Direction:

Remember that it's not about you...It's about duplication. Let your Up-Line or Expert do all the talking for you, so that your prospect can be effectively directed to enroll right away or be invited to an event.