

Three Way Calling Guide

- 1. New distributor makes a names list.**
 - Use memory jogger/60 names or more
- 2. A time is chosen when the new person and the sponsor or upline will choose the top ten.**
 - Recruit up
 - People who are go getters
 - Entrepreneurs
 - Ex. MLMers
- 3. A time is then chosen to do three way phone calls.**
 - This time should be chosen in 30 minute or one-hour blocks of time with respect for the sponsor or uplines time (the calls should start and end when specified.)
- 4. The new distributor will call the top ten and ask the top ten if they will be in at the time that was chosen to do three ways.**
 - Helpful hints for the new distributor to say.
 1. Hello _____ this is _____ the reason I'm calling is because I would like to know if on _____, between _____ o'clock and _____ o'clock If your going to be in.
 - When prospect asks why, simply tell them
 1. I've recently come across a unique business venture which is just coming into the area and on _____ night between _____ o'clock and _____ o'clock I'm going to be talking to a pro who is on their way, (or is already) earning over \$100,000 per year and would like to get your opinion on what he/she has to say.
 - If the prospect asks more say.
 1. The pro will answer any questions you may have on _____ I'm simply calling now to see if your going to be in on _____ between _____ and, _____.
 - Ask them not to caller ID you out it may be an unfamiliar phone number.
 - Answer as few questions as possible.
 - Get off the phone as soon as possible.
 - Let your prospect know that you have to go for some reason.
 - If the new distributor is apprehensive to call certain prospects, have them do it when the prospect is at work and leave a message on the answering machine.
 - **By doing this ahead of time it allows the prospects to expect a phone call, and the probability of a warm response is increased.**
- 5. The new distributor then gives a biography to the upline on the people who said they would be home at the specified time.**
 - Faxing or mailing the bio. in advance is recommended
 - The bio. is used so that the upline can establish common ground

6. It is now the time to make the three way calls.

(The new distributor must get three way calling so they can do the dialing.)

- Helpful hints when making the calls
 1. The new distributor intro's the upline and reminds the prospect why they are calling. Do this all in one breath so the prospect knows that there is someone else on the phone. Don't ask "Is this a good time", or "How are you doing".
 2. The upline takes a few minutes to meet the prospect and establish common ground letting the prospect know a few key things.
 - (The new distributor) spoke very highly of you
 - You are one of the top people (the new distributors) wanted to introduce me to.
 - Set the appointment while staying as brief about the business as possible

7. Create a sense of urgency when setting the appointment.

- A) I'm sure you wouldn't appreciate it if we canceled on you, so I am writing it in ink.
- We won't do that to you, and we know that you wouldn't do that to us, fair enough?
 - B) We are counting on you for _____ evening.
 - C) We are only inviting a couple of people to evaluate this business on _____ evening, so it is very important that you secure this time. If you cancel on us the effectiveness of our evening will be reduced. We wanted to offer you the first opportunity to evaluate this unique concept.
 - D) (The new distributor) will pick you up.

8. If appointment is made more than 3 days before the meeting, the new distributor should call the prospect and confirm.

- Reiterate "We are counting on you".

NOTES

If they persist knowing more:

Go through marketing trends and explain J.R.'s intention to create a new trend.

Phrases you can use:

- Lets get together and go over the marketing strategy. It requires charts and diagrams.
- It's abstract and I can't explain it over the Phone.
- After describing to (the new distributor) what we are looking for your name came up.
- We are working on a field development project and are putting together a management team.

Key things to remember:

- Talk low key, slowly, you don't want to come across too smooth. Just make a conversation out of it, and don't be nervous, they are just people after all.
- Make sure you check your calendar ahead and plug them into something within a week.
- Make sure you try to bring another distributor with you for the flip chart appointment, 2 on 1's are more credible than 1 on 1's.