

3 Way Calling: WIN WIN WIN!!

April 6, 2015

- The next “Tuesday Night Live” meeting at Corporate Offices... is Tuesday April 14 at 7:30 PM
- Check out upcoming Mannatech Town Hall Meetings - <http://events.mannatech.com>
- Third BP of Incentive... now is the time to focus! Build your business. See you on the Mexican Riviera!!
- Last Week of BP 4... Make it a Great BP

1. What are they?

a. Technically: cell phones, 3 way calling is free. You hook in one person (typically the prospect first so you don't waste the time of your upline), and then link in your upline. Learn NOW how to do this if you don't know how. (The Google it)

Also, if you get answering machine of prospect, hang up. Do not link in your upline and converse since it may end up on the message machine of your prospect!

b. Don't ever ask permission: "Do you want to do a 3 way?"

Two ways:

(1) If you have the prospect on the line, and he has already reviewed the materials, say "Joe can you hang on a second...?" then link in your upline, and after telling him the status of the person, introduce him to your prospect.

(2) Before you send them info, "Listen Joe I want you to learn as much as possible and get all your questions answered so after I send these materials to you when would be a good time to get back together on the phone with one of my team members in this business?"

c. Never is a 3 Way Call a first introduction...or should I say almost never.

2. Why do 3 Way Calls? ***One of the most effective tools we have in Network Marketing.***

a. Get new associates started: One of the main reasons people never get started is that "they don't think they know enough."

b. Understanding: Brand new people have limited knowledge on products, business, M5M. So, helps prospect get all their questions answered.

c. Third party credibility. By just having an independent third party back you up, significantly higher likelihood of getting the person started.

d. Overcome objections: Upline has heard them all so prepared to answer them. New associates can "shut down" over objections.

e. Training. This is one of the most effective trainings you can do...hasten learning curve. Learn how to present, listen, ask questions, overcome objections, close. WOW!

- f. Dramatically improve results: better and quicker results. Make money faster. Means: new associate or any associate builds greater belief in the business! Builds confidence. Greater Belief = Greater Commitment
- g. Builds better relationships: Teamwork is critical to your success. You are building relationships with downline and prospects (soon to be downline) at the same time.
- h. Duplication: social proof, gives prospect the knowledge that they too can use upline for 3 Way Calls when they get started.

3. When do you use them?

- a. First, clearly not just for new associates. Always use them. Adds credibility, teamwork, build relationships, understanding that this is a "family."
- b. Use them after your first contact (as second contact) wherein you commit to send materials. Just make sure the prospect has been exposed to some tools. Can book the 3 Way Call before you send but make sure they review the materials before the call takes place. Examples:
- c. Use it after the review of materials, (as 3rd contact+): "What did you like?" If they are not ready or say "I have some questions", then say "That's great, I would love to bring my business partner on a call to make sure you get all of those answers. When would be a good time?"

3. How do they look?

- a. Importance of edifying on the call. Associates edify each other! Timing: You as downline edify your upline to prospect once upline is on the line. If do earlier, the prospect will think it is a "shark closer" and may object. Edification looks like: Key person with 18 years experience; very successful, has worked with many people with health challenges, loves helping people, down to earth, loves fun. (Obviously if you know personality quadrants, you will know which ones to emphasize). Don't edify the prospect to the upline. Upline edifies the downline at beginning and at the end...not effusive, but honest compliments..("You are fortunate to have heard about this from Sarah, she is one of our fastest growing associates;" or "She has an incredible heart to help others achieve their dreams..")
- b. Never talk after the introduction unless the upline invites you to talk, and then only answer that specific question briefly. Even if upline makes a mistake...you can clarify later.
- c. When ask "When would be a good time?" then get a block of time, get back to upline and when fix an exact time get back to your prospect.
 - 1) Use texting as well so they have it in writing
 - 2) Call the day before to confirm
 - 3) Prepare your upline with background, what they were sent, what they liked

Alternative when you start doing a lot of these: service called *timetrade*.

d. Upline:

- 1) I always start with asking questions, get to know the prospect.
 - 2) I try to get a read on their personality quadrant
 - 3) Then, I relate in their quadrant with items they would most likely be interested in.
 - 4) I build our relationship in the call...that comes first!
- e. When done, if they are ready pass them on to downline to get registered. If not ready, then see what they need to make a decision. Book the next "follow up" on this call. ***“Have a Meeting, Book a Meeting.”***