

3 Way Calls:
3+ Ways to Use Them With Upline Support
Monday, November 4, 2019

- Next TNL, November 12th at Mannatech Corp offices or www.allaboutmannatech.com
You do not want to miss this one – Merri-jo will be speaking. Special announcement on Veterans... If you are a veteran, send in a picture of yourself in uniform (even if pic is from active service years), with your rank, branch and years served and email to veterans@mannatech.com
- New free version of Mannatech +... see document in library or click here.
<https://cloud.mannatech.com/mtlibrary/44634315351125.pdf>
- Watch for the November Promotions!

What are they?

A 3-way call is a conference call among you, your prospect and your upline. You can do these at any level of working with a prospect.

1. For Initial Contacts/Fast Start

- a. These calls provide third party validation and social proof. For brand new associates, you do not present a new contact any kind of validation about the business opportunity or the products. Why? You are brand new. So, your prospect is in a better place to learn, have all their questions answered and reach a level of belief to allow them to jump in with both feet if they interact with someone with extensive knowledge.
- b. Also, these are great training experiences for you.
- c. As part of your **Fast Start**, it is great to have your mentor on the line with you as you make your first 10-20 calls. Your initial LIST contains your top 20 people, since these are the ones you ascertained were most likely to “jump in” with you to achieve your highest and best results right out of the box. Is this more likely or less likely with a seasoned mentor? Exactly. And what is critical for you is to have some immediate results to support your belief that this is truly an incredible business opportunity.
- d. How does this look?
 - 1) You and your mentor get on the phone together and start dialing. Your mentor takes control when the phone is answered: “HI John, this is (your upline). You don’t know me, but I am sitting here with your friend, XXXXXX. (this is where you get to enter the call with “Hey John how are you man?” You are now done, passing the control back to your upline). “You know John, your XXXXXX just started a new business and when I asked him who would he most like to be in business with, he said you were the one. We would love to send you some information on this incredible opportunity. So, if we send it to you today, when will you have a chance to review it?”
 - 2) Possible answers:
 - (a) “Well what is it?”
Answer (your mentor): “You know John it is very visual, so if we send you some information today when would you get the chance to take a look? answer...”
“Great so let’s say we call you at _____, does that work for you?”

(lock down a time with your mentor to do a 3 way to close so you also can learn how to close)

(b) "Great I would love to take a look."

Answer: Great, if we send you some information today when would you get the chance to look at it?" Then book the follow up accordingly.

(c) "Hey thanks for thinking of me XXXX, but right now I am just totally jammed. I can't take on another thing. "

Answer: "Hey, I get that! What if I check back with you say in a month or so? One of the things that really attracted me to this opportunity was to have more free time so that may be a great reason for you to take a look."

(d) "Not Now" even "No" just means "Not Right Now." So, they stay on your List until they sign up. You can also ask "Do you know of anyone who might have some interest?"

2. 3 Way Calls with your Mentor for Presenting

a) Although most of our presentations today are done using materials such as videos, links, etc. as those are so very effective and duplicable, one of your best presenters is most likely your mentor or the person who mentored them. So, let's say one of your prospects shows some interest in improving their health. You may have shared some materials on the products but now they are asking more specific questions. You may not quite know how to respond...perhaps it is something requiring a more enhanced understanding of Mannatech's products or business opportunity. The worst mistake you make is telling them things you do not know because you feel like you should know, or you want to sound very professional. Fight that urge. This is a perfect time to involve your upline. Another possible inquiry might be your prospect's desire to talk to someone who has had success in the business. With you being relatively new, this presents another terrific opportunity to involve your mentor (or even their mentor all of whom are in your success line).

b) You should always be open to getting others involved as it also validates for the prospect that when they join you, they too will have terrific support. This business is one where you are in business for yourself but never by yourself. Show up as a team and this is very impactful on others.

c. How to's: Tell the prospect that you are really excited to get them the information they are pursuing, and then ask when would be a good time to talk with your Team member who is much more experienced so they can get hear more. Take down a range of times (say 2-4 on Thursday or after 7) so you can make sure your mentor will be available for at least one of the time slots. Once you book with your Team Member, verify the time of the 3 Way Call with all the parties.

Share the information about your prospect with your mentor in advance of the call so they can be prepared.

d. Structure of the 3 Way:

1) You introduce your prospect to your Mentor. In that introduction you will edify your mentor (knowing this will also be a mentor to this new person who is about to start) by making a few brief statements about them and their prowess as to the business/products.

2) Your mentor will edify you in response saying such things as "Thanks so much John, I totally respect your commitment and desire to help everyone you know so they too can experience the results of these incredible products."

- 3) Then, the mentor takes full control. You just sit back and listen. If you interfere you will take your mentor off their game and it is disrespectful. He/she may ask you to enter into the conversation with some questions, but only if you are invited to interject should you talk.
- 4) Your mentor will do their best to close the prospect. You are in training so listen and take notes. Write down any questions you may have so you can get them answered. These are critical times for you to truly develop the skill set to do 3-way calls with your own people as that will happen soon enough.

3. 3 Way Calls for Validation and Close

a. You may have done all you can think of to close one of your prospects but there is just something holding them back. Maybe they just need some validation for all that they have learned. This is not any shortcoming of yours. It is perhaps just about what they want but may not be expressing it. Thus, when you have someone who is just not quite ready to make their decision, or still cannot see the opportunity, you can suggest at that stage “You know I have this incredible Mentor and I think you would love to get to know her and hear her story. Let’s do a call with her. When would be a good time?” Notice you are not asking for permission. If you ask, they may say no. When you ask, “when is a good time?” ... now the mind focuses on giving a time.

Again, this is a situation where once the call gets scheduled, you would talk to your upline about what the history with this person has been so they can get a better idea about what might be holding the person back. Your upline provides you with greater experience in closing people, perhaps sharing her story, and more experience to find the root cause of the prospects hesitation so she can answer that concern. Never underestimate the power of having a TEAM that goes like this “Well if there are so many doing it then it must be okay.” Your upline is terrific in uncovering what just might be the one thing holding back your prospect from saying YES. They also are most likely more experienced in responding to objections. Unless you discover the objection, closing that person might forever be elusive for you.

Scheduling it is your job. Get a block of time for the call from your prospect and then find a time that fits with your Mentor. Confirm the call with all parties. You are the one that controls the mechanics of getting everyone on the call. You introduce your Mentor and say a few words, then you are done.

4. Summary of the many REASONS to do 3 way calls:

- a. Gives you credibility...there is someone else who is totally behind this company and these products.
- b. Great training ground for you as you will learn better ways to say things, as well as how to become a better listener, one of the most important traits of a successful networker. People don’t care how much you know until they know how much you care.
- c. Success in closing people is always greater when you have your experienced mentor involved. This process also gives everyone involved an experience in the power of duplication.
- d. Provides the new person the sense of “Hey I can do this because I too will have an experienced team around me to help with closing my contacts!” Belief in their ability to do the business is a huge part of the process of closing someone.

EXHIBIT A.....Languaging for a Classic 3 Way

NA: New Associate (Kris)

S: Sponsor (Julie)

P: Prospect (Sarah)

NA: Hi Sarah. This is Kris. I have my friend Julie on the phone with me.

S: Hi Sarah.

NA: Sarah is a great friend and has done well in business in her life but expressed to me that she really wants to join the GIG Economy. We talked through some of the many opportunities and Sarah recognized that most give her some of the time freedom she is looking for but they all once again merely are "exchanging her time for dollars." My simple question was "Are you ready to look at something that can truly provide you residual income where your time has no relationship to the \$\$ you make?"

She was quite enamored with the idea but almost held a level of disbelief... so I suggested we chat with you, a more seasoned businessperson who could share your perspective.

S: Hi Sarah. Great to talk with you today. I am thrilled to share more with you. Kris told me great things about you before the call, so I feel like I already know you. Before I get started, I would love to hear what intrigues you most about our opportunity?

Guest Shares....

S: Thanks, so much for sharing. I would like to take a few minutes to share our business with you and how I got started. Afterwards I would love to hear what questions you have a let you guide the conversation for there. Does that sound okay to you (name)?

(S now shares her story...background how you were introduced, why you decided to join, what the company is doing for you...Weave in the company story and more importantly share the benefits the prospect would have in joining, what it can mean to them and why it would be a great fit.)

S: "With that, we'd love to pass the call back over to you and ask any questions you have in regard to the products or how you would get started in the business."

Then answer the Q's and respond to objections.

At the end of the conversation ask them:

S: "Based on what I've shared today, what intrigues or excites you most?" Then "Do you have a personal interest in learning more about the business or the products?"

- a) If they don't have any interest, *"Do you know of anyone who might be interested?"*
- b) if they have interest in the products: *"If you have a few minutes we can make a proper product recommendation for you now and help you in getting your first order processed."*
- c) If they are interested in the business: *"Getting started is quick and easy. Do you have a few minutes so we can walk you through the enrollment now?"*
- d) If they are interested but need more information: *"What is it specifically that you would like to see?"* listen

"We will send you some links to review now. Please write down any questions you have and we will revisit tomorrow. Let's schedule the follow-up call now."

If they are not interested, thank them and add them to your newsletter or email list to keep them updated...or your Facebook Group. Again, ask for referrals.

Always remember: THE FORTUNE IS IN THE FOLLOW UP!