

Three Way Calls: Critical to a Successful Business

Monday Call, August 28, 2002

Alaska is this week! Yahoo

New Product Information on 50 gr Ambrotose and Classic capsules

1. When is it Appropriate?
 - A. When you have brand new associates
 - B. When the prospect is far away so a meeting is not practical
 - C. When you have established that an Associate in your group is having a hard time doing this business due to communication Issues/ hard time closing
 - D. When an associate has a tough prospect (which if you are prospecting enough, this is always)
 - E. Whenever!

2. Just how Important are Three Ways?
 - A. Training for associate so learn how to follow up and DUPLICATE
 - B. Education
 - C. Confidence building with success: to build belief "I can do this"
 - D. For prospect, third party validation
 - E. Critical for new associates to get flavor for business
 - F. Jump start anyone's business
 - G. Teamwork: core to building a great, self-perpetuating downline

3. How do I get a Prospect to Agree to a Three Way?
 - A. Use language like, "You know, you deserve to receive the most accurate answers to all your questions, and a better person on our team to do that is _____."
 - B. Never ask permission, only ask "When would be a good time?"

4. What Are Effective Techniques for Three Ways?

Planning the Three Way:

 - A. Ask the prospect for two or three different times or blocks of time so you can make sure there is a fit
 - B. Find out times your upline/crossline is available so you do not book wrong times
 - C. Always confirm the Three way in advance with prospect and

upline

D. Plan who is calling whom and how the three way will work

E. Give your upline some background on the person in advance so they can be a bit more personal (but not too personal so the prospect feels you have been gossiping about them)

F. Know whether it is a business call or a product call!!

5. Content of Three way:

A. Never do a 3 way to a brand new prospect who has no information...they must have laid the foundation of the call by sending out a pack of something...

B. Introduction by associate organizing the call “ Hi Mary. This is Sara. As we discussed I have my team member John Stevens on the phone with us today. (They exchange hellos). The purpose of the call is to get all your questions answered on the Mannatech materials I sent to you.”

Here is where John takes over and Sara is **DONE**...the new associate should not interfere with the seasoned associate even if the seasoned associate makes a mistake.

C. Start by the seasoned associate:

1. Inquire about what materials they might have read and studied
2. See if they have any immediate questions BUT take them off the hook by saying “ Do you have any specific questions or would you like me to just give you a short review of what Mannatech is all about”

D. Interruptions/comments by prospect...same as in any discussion whether one on one or over the phone...The prospect comes first; let them interrupt you, achieve minor agreements throughout, try hard to get them involved in the call...if they become active, you have them.

E. Use their specific illnesses to work up a plan for the products and get them started...(Closing)

For business type, get them the All Star pack as the only way to start and position themselves for the Power Bonus Plan

Remember, if you do not do this, your new associate will not do it with his/her prospects either. This is a duplicable business and YOU SET THE EXAMPLE.

Love three way calls and they will cause you to prosper!