

STRATEGIC APPROACH TO 3 WAY CALLS

- If at all possible always use the conference call line and set an appt. to do a 3 way call. Have all parties call in at the appointed time.
- Set boundaries as a leader. Want people to be on-time. Treat it like a doctor's appt...(If the people aren't on the call after 5 minutes, then hang up.)
- Either you train your team members or they are going to train you to be available anytime. (That does not show time freedom we promote)

WHAT IS YOUR OBJECTIVE ON A 3 WAY CALL?

IT IS NOT...signing up a new distributor...getting an advisor....getting someone on product.

YOUR ONLY OBJECTIVE is to get in front of a new person/friend/neighbor that the person on the 3 way call knows.

FORMAT

Transitional Statements- DO THESE IN ORDER

1. How do you know each other? Are you married? Do you have kids?

(You may already know this because your team member may have told you a little about them...but, you need to ask because you don't want them to think you've been talking about them.)

PURPOSE OF THIS STATEMENT- determine WHAT personal story to share during the call. (Take notes during this time...star what point you can use to connect your story with to make a personal impact.)

2. "Bring me up to speed...where you are with AdvoCare....what do you know so far?"

3. "I'm going to share my journey with you and tell you what AdvoCare has done for our family financially. But, more importantly, I want your feedback when I'm done....because it is exciting where things are going and I will be curious to see if you want to come along with us."

*CAST VISION. Paint a picture of a preferred future for them. Go back to your notes and look for the * and connect your story somehow to the * in their personal story. As you share your story end with this: "Bottom-line, we are looking for pioneers & leaders to join us in changing the health & finances of this country."*

4. "So that being said...I don't know what your goals are for the next 2 years...but what do you think about joining us in making money together?"

5. "Well, now let's move into what's next. Let me map out what you'll want to do. You will want to get to 40% soon. The main thing to be thinking about is a list of people you know who could benefit physically or financially from AdvoCare.

6. "Who's the FIRST PERSON who comes to mind that you'd like to talk to about this? Well...here's the best thing to do. Let's just get (your friend) on the phone...and we can do the same thing we did just now with you to share with her.

7. "Does Tuesday at 10am work for you...how about your friend...do you think she'd be available too?"

- If prospect is intrigued with the business. You may (depending on time) go right into explaining how to get to 40%. You can say "you will definitely want to be signed up and at 40% off when we meet on Tuesday with your friend so that you can be at the deepest discount and make a 40% profit instead of a 20% profit on whatever she decides to do."
- If call leans towards product only after you've done all of the above statements, jump off and let the distributor get her signed up and started on the 24 day challenge. You do not need to be on the call for that.