



Mastering Three-Way Calls

How, Why and When to do them

WHY We Do Three-Way Calls

Once you have EXPOSED your prospect to a 3rd party tool, and have discovered that they have some level of interest, the best next step is to do a three-way call.

The main reason we do three-way calls is because it is part of "The System." Think about McDonald's for example. When you walk into a McDonald's, 9 times out of 10 the French fries are where? The left side. Why is that? Because that's "the system!"

Did McDonald's get huge because they have the world's greatest hamburgers? Of course not!! McDonald's became one of the biggest success stories in the world because they had systems in place to assure their success.

The French fries are always on the left. **SYSTEMS!**

So, doing 3-way calls are part of "the system." If you follow the system, you can make it big in this business. If you don't, you'll be like every other "burger stand" out there that tried and failed.

Think of a little child, about five years old, standing on a pier in the ocean.

He is holding a fishing pole that's about 4 times his size, and all of a sudden a 10-foot, 200 pound Blue Marlin grabs the line. Do you think the child will need some help?
Absolutely! So your job, especially when you are new, or when you are young in this business, is to get prospects on the line. Our job is to "reel them" in and keep you (and them) safe in the process.

Even if you think you can "handle it" ... remember ... **SYSTEMS** are the **SOLUTION!**

Here is a rule of thumb that will assure your success. Never sponsor anyone into the business until you've done a 3-way call with them. If you do that, you'll be "safe."

Now that you know "WHY" we do 3-way calls, lets discuss...

HOW We Do Three-Way Calls

Once you have exposed your prospect to a third party tool, and have discovered that they have some level of interest, the best next step is to do a three-way call.

Here's how that would work.

Let's say your prospect's name is Joe.

Joe just heard a brief recorded sizzle phone message:

When the call is over you say:

YOU: "Joe could you hear that alright?"

JOE: "Yeah I could hear it just fine."

YOU: "Great! So what did you like best?"

(key question – use it!)

No matter what Joes says, if it is positive at all you move to the next step.

YOU: "So Joe, on a scale of 1 - 10 where would you rate your interest?"

If Joe says he is a 0-5, arrange to get him another exposure, like a DVD,
a magazine or CD.

If he says he is a 6 – 10, then do a three-way call immediately!

So let's back track:

YOU: "So Joe, on a scale of 1 - 10 where would rate your interest?"

JOE: "Oh, I'd say I was about 6 or a 7."

YOU: "Awesome Joe, I knew you'd see this! Joe, I want to introduce you to a phenomenal individual who is leading the national expansion for our company. He (or She) has a lot of fun in this business, he loves helping people, he's making a lot of money, and can certainly answer any of your questions. He's extremely busy but hold on just a sec, let me see if I can get him on the line."

(Key phrase – Use it...word for word)

You hit the flash button on your phone and dial the number for the person who is helping you with three-ways.

Let's say your sponsor or the person you are using for a three-way, is Mr. Alexander.

Here's how that conversation would go.

...ring, ring, ring...

MR. ALEXANDER: "Hello?"

YOU: “Hi Mr. Alexander. I have my friend Joe on the other line. He just heard our brief recorded overview on the phone and says he’s a 6 or 7. He is a fireman and really wants to change professions. Also, he is married and has 3 kids.”

MR. ALEXANDER: “Great, let me talk to him.”

You hit the flash button again on your phone. Now all 3 of you are on a three-way call!

YOU: “Hey Joe I have Mr. Alexander on the line. Mr. Alexander this is my friend Joe.”

Your job now is to LISTEN and let the expert be the expert. Mr. Alexander will take it from there.

All Mr. Alexander is going to do is tell him his story and invite Joe to another exposure or the next live event in his area, unless of course Joe was a “10.”

In that case Mr. Alexander would simply tell Joe how to get started.

And that’s “HOW” you do it!

WHEN We Do Three Way Calls

The three-way call should be used in many different situations when building a successful Pre-Paid Legal business. Not only, as we've explained above, when you're recruiting new marketing associates, but when you're training associates, with a handful of team members while Master Minding or just creating a culture by demonstrating that you are approachable and available to mentor and encourage those who are willing to follow the tried and proven systems.

We encourage you to engage in an "apprenticeship" with somebody

**who has
already been successful in this business, you will learn many more
ways that
a three-way call can be used for everyone's benefit.**