

3-Way Calling

Who, What, When, Where, Why, and How

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Who: You – Your Prospect – Your Sponsor/Upline.

What: Getting three people on one phone call (You – Your Prospect – Your Sponsor/Upline).

When: At a prearranged time. **Never** make a *3-Way Call* without a prearranged appointment!

Where: Anywhere. All you need is a phone, a prospect, a sponsor/upline, and an appointment!

Why: Because your prospect needs to hear another voice explaining why *“Isagenix is a great idea!”*

How: First, learn how to use *3-Way Calling* on the phone you currently have. Because *3-Way Calling* works a bit differently on each Android, iPhone, BlackBerry, and Home Phone. Then, once you know how *3-Way Calling* works on your phone—practice to make sure—follow these three basic steps:

> **Pre-Call:** Before asking your sponsor/upline for help with a 3-Way Call, follow this simple 3-Step System: 1) Connect 2) Set The Appointment 3) Follow Up. Make sure your prospects has gone to ShareTheStoryNow.com and watched the video and visited the “More Information” tab.

> **The Call:** The purpose of the *3-Way Call* is to provide additional credibility, *“If I can do this, so can you!”* Schedule the call with your sponsor/upline via text or e-mail by offering two or three day/time options. Then, at the agreed upon time 3-Way your prospect with your sponsor/upline. For maximum benefit it is extremely important to begin your call with a brief recap. Something like this:

“Lisa, it’s Michael. I have Mary Smith on the line with us. Mary and I go way back, and for the last few days Mary has been looking at the business. Mary watched the video on ShareTheStoryNow.com and spent some time watching the videos on the “More Information” tab too. Mary mentioned she had a few questions about _____ and I suggested that you could answer her questions. Now Mary, allow me to introduce Lisa. Lisa is _____.” (Edify your sponsor/upline by sharing the credibility-building introduction they provided with your prospect. Then after the introductions are complete your job is to simply listen and learn everything you possibly can.)

At the end of the call, your sponsor/upline will turn control of the call back over to you—and that might sound something like this: *“Mary, it has been a real pleasure speaking with you this evening. Michael and I work very closely together, and he can show you the step-by-step system for success we’re using. I’ll go ahead and let the two of you finish up... And Mary, I am really looking forward to working with you.”*

> **Post Call:** End the call with your sponsor/upline and continue the conversation with your prospect. If they are ready to get started, then helping them enroll and order their system is your next step!

Summary: By using *3-Way Calls* you’ll learn what to say. You’ll get another person’s perspective. You’ll overcome any unfounded fear of building the business alone. You’ll allow your sponsor/upline to ask questions that will open your prospect’s door to the possibilities. Questions like: *“What intrigues you about Isagenix?”* *“Are you looking to earn some extra income?”* *“How much more money would you like to earn?”* *“How much money do you currently spend on meals each month? I ask because The President’s Pack replaces 68 meals in a 90 meal month.”* *“The President’s Pack is \$559—does that feel like a good fit for you?”* Remember, an effective *3-Way Call* gives evidence as to *“Why Isagenix? Why Now?”* **and** covers the best way for your prospect to get started; explains the benefits of the team, the binary, and the **urgency!** In essence, *3 Way Calls* allow your sponsor/upline to ask your prospect, *“Are you ready to get started?”*