

3-WAY CALLING SCRIPT

The following is a general guideline written by Todd Falcone. I invite you to *google* for other articles about 3-way calling.

The most widely used 3-way call is for **3rd party validation and support** from your upline. So...here's how it goes. You're on the phone with your prospect. The person has responded favorably to the initial exposure (i.e.the 3-minute video). You then say the following:

- ***Joe...can you hang on for a second.***

Of course, they'll say, "Sure". People are used to hearing that. Then...you simply press *Flash/Merge/Add a Call* and phone your sponsor or upline support person's number...this is your opportunity to have a chat on the side with your sponsor to get them up to speed on who you are going to be introducing.

Here's what I do. I dial my sponsor...and, if they answer, I say,

- ***Susan...this is Todd. You got a minute? I've got a prospect on the line who just listened to our 20-minute live call. He says he's an 8 on a scale of 1 to 10. He has a background in sales but has never done MLM. He sounds sharp. Can you do the call?"*** If he says, "Yes" then I say, "***Great...hang on, I'll introduce you to him.***

THEN...I press flash and bring the call together. That took a total of about 20 to 30 seconds. The prospect had no idea I was bringing on my upline.

Now, when I bring back my sponsor on the line, here's what happens. I say to my prospect:

- ***Joe...you back with me? Great! Listen. I was able to grab a business***

partner of mine who is incredibly successful in the network marketing industry. This is a gentleman you will be working with as well. He is a top earner and trainer with our company and one of the most-respected people in the entire industry. Susan...this is Joe. Joe this is Susan. (and add something interesting about Susan that will give Joe a 'starting point' for the conversation)

Then...I shut up. I don't say a peep. The third crucial mistake people make in 3-way calling is interrupting their upline by saying things like, "*Susan, don't forget to tell him about this or that.*" You have just blown the entire upline edification process. You introduced your prospect to an upline who you built up as an expert. The expert KNOWS what to say and do. You do not need to interrupt or interject. You'll know when it is appropriate to talk.

This isn't totally black and white...but for the majority of people, don't say anything.

EDIFICATION: Regarding the term upline edification...here's what I did. I introduced my sponsor or upline as an expert. I gave some stats. I made her sound like the successful person that she is. I didn't lie. I created automatic authority and respect in the mind of my prospect for my upline.

Clue in on this one folks. It's important. Build them up. If I just said, "*Hey Joe...this is Susan, a girl with our company.*" What does that do? Nothing. Use the edification part to your advantage. But, don't build your person up to something that they're not. And...please definitely, DO NOT lie.