Conducting An Effective 3-Way Call

After someone has seen the opportunity and there is interest – They may have specific questions or just want clarity on getting started. Regardless, even if you think you may know the answer but aren’t certain, you should follow the system and get them on the phone with your expert. Use the question as a reason to transition to the 3-way call. Remember, if you’re new, it’s okay to be new! Your expert gets paid very well to do 3-way calls for you and help you build your business!

Important Tip – Learn how to operate your phone so that you are functionally sound on connecting prospects for 3-way calls. If you haven’t done a 3-way call on your phone before, practice it a couple of times before the actual call.

Prior to doing a 3-way call – Text or call your expert with as much advance notice as possible prior to the call with your prospect and let them know you have a follow up call scheduled. If they are not available, see if they can recommend someone else, or you will have to schedule a time to do the call as soon as possible after your follow up. (If he or she sounds excited and wants more information and your expert is not available, you also have the option of sending them to additional videos, webinars or conference calls while you are waiting for your 3-way call).

Setting up the 3-way – When you make your follow up call and are asked a question (which you should expect), let the person know that you are new and still in training so you don’t have all the answers yet, but you are working with (Edify your expert now; not when the expert is on the line). Tell them to hold on and you will see if there is a chance they are available. (Do not ask if they want to talk to your expert, just tell them to hold on and get your expert on the line. If you ask if they want you to get your expert on the line or give them a choice, oftentimes they will say no and they will try to get you to answer the questions).

Connecting them with the expert – When you communicate with your expert prior to connecting them with your potential Agent, share with them who they will be talking to and give them a brief rundown of what questions or interests your potential Agent has. It is also very helpful if you understand personalities from attending the SOS trainings, going to Communication Mastery or, at the very least, listening to the Winter, Spring, Summer, Fall CD, so you can let your expert know the primary and secondary personality types of this particular prospect. When you ultimately merge the calls, check that both parties are on the line by simply asking, (Bob, are you there? Linda are you there?) Ok perfect, Bob (the expert) this is Linda, Linda this is Bob who I’ve been telling you about (You should have already edified your expert). After you make the introduction, be quiet and let the expert take the lead. They will know what to do and how to guide the call. Do not add anything that you may feel the expert is forgetting; sometimes less is more. If you start adding your two cents, it destroys any credibility of the expert that you should have created and there is a good chance you could take the call in a direction that is counterproductive. The expert will build some rapport, answer a few questions and get them to the next appropriate step.

What you should be saying during the call – NOTHING! Even if the potential Agent asks you a question; if it has to do with the business, direct the question back to the expert. Of course, if the expert asks you a question, that would be an appropriate time to speak. (Be brief if that happens).

What you should be doing during the call – Listening, learning, taking notes and loving the fact you have someone working with you that’s helping you build a successful business!

Benefits of a 3-way

- When you’re new, you can be new. You do not need to have all the answers, nor should you be expected to have them.
- You’re able to learn the business while building your business; so you can earn while you learn.
- Your potential Agents know that they will be supported like you are being supported.

It’s very important to understand that building someone up (edifying them) has nothing to do with EGO; it’s all part of our duplicable system. Every successful Agent with FES started out this way. Do not be in a rush to be “the deal” or “the expert”. There is plenty of time for that and, believe it or not, even when you become an expert, there will be times you will wish you could just show the video or get someone to an overview and let someone else do a 3-way call. So, in other words, enjoy the ride of being new!