

WHAT IS A 3-WAY CALL?

A 3-Way Call is a fast and simply way to rapidly expand your business. The three parties involved are **the prospect**, **the representative** and **the mentor or upline executive**.

WHY SHOULD YOU USE 3-WAY CALLS?

3-Way Calls can be done by ANYONE, ANYTIME, from ANYWHERE! They can be done multiple times a day, with no expense, allowing you to sort through your contact list quickly! Most importantly, they give you the ability to put people with the knowledge, information and skills to work for you! 3-Way Calls build credibility in you and the organization you are part of and they give you valuable training as you listen to your mentor provide information and paint the vision of our opportunity to your prospects.

THE 3 GENERAL TYPES OF 3-WAY CALLS

- 1. THE FOLLOW-UP CALL** A call to your prospect after he/she has seen a presentation and may still be undecided about whether to become a rep or a customer. Have the person who presented to them on the line with you when you call your prospect.
- 2. TO ANSWER A QUESTION** Rather than say "I don't know, let me get back to you," say, "Great Question. Let me bring someone on the line who can give us the answer." This call can be placed to an upline executive or to ACN Representative Support as a way to introduce your new representative to how efficient and helpful Rep Support is.
- 3. TO INFORM, INVITE AND PROMOTE** Inviting your prospects to a business presentation can be a challenge unless you are able to introduce them to an **EDIFIED expert** who can provide information, assess their interest and invite them to see a presentation. You should also use 3-Way Calls to promote training events to both prospects and new representatives.

PIQUING INTEREST TO SET UP A 3-WAY CALL

(BE BRIEF, EXCITED AND CONFIDENT)

"Hi _____. Do you have a second? Great, listen, I just met an executive for a billion-dollar technology company that is expanding in the area. He/She was telling me about the kind of people he/she is working with and the HUGE income potential available for the right people and I thought of you.

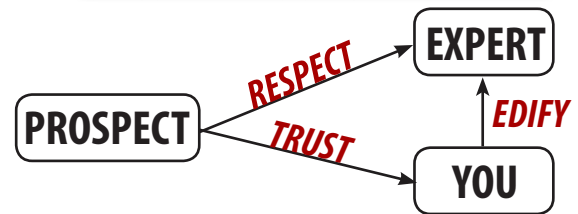
I can't give you the information that motivated me to join this expansion team, but trust me, once you have heard what I have heard, you are going to be extremely excited. So, I'd like you to take a two-minute call TODAY with the executive I met. He/She is very busy so he/she won't have long to talk.

Give me a couple windows of time today that you would be free for a short call and I will set it up.

_____ I'll have the executive on the line with me when I call you back, so be sure to take my call, because he/she is very busy ok? Great. Thanks."

Once you have cleared your upline leader's time, call your prospect back and EDIFY your upline leader (See Sample, right). Call your leader and give them a brief background on your prospect with the prospect holding on the other line. Connect the lines, introduce your leaders as Mr./Mrs./Ms. _____, your contact by their first name and listen. That's it!

THE POWER OF A 3-WAY CALL



TRUST + RESPECT + EDIFY = SUCCESS

REPRESENTATIVE INTRODUCTION SCRIPT

"Hey 'John', I have Mr./Mrs. _____ available to talk to you. I have a great deal of respect for him/her because he/she has had huge success helping others succeed. He/She is very busy so he/she will have a couple of minutes. Hang on, I am going to bring him/her on the line."

Call your upline leader and give brief information about your prospect. Then connect the lines.

Mr./Mrs. _____ this is my friend that I was telling you about, 'John.'
(SAY NOTHING AFTER THAT)

EDIFIED EXPERT SCRIPT

"John, It's nice meeting you over the phone. 'Jane' has told me some great things about you. You two work together? Very good. I'm looking forward to working more with 'Jane'. I believe that with consistency he could be one of our next big income earners. I apologize but I only have a couple minutes so would you be good with me diving right into what we do? Great, thanks!

I'm assisting in the development and expansion of our company throughout the U.S. Right now we are sitting in front of a massive shift in wealth inside of a new technology in video communication. Basically everyone will be able to see each other when talking on the phone in the near future!

Over the next few years hundreds of billions of dollars are going to shift away from non-video to video communication and we are perfectly positioned, as the largest of these companies in the world, to capture a large portion of this revenue. We can show you how you can get paid on this with us. We also have partnered with all the brand named service providers in other areas of the telecom industry such as _____.

In total, this is a \$1.3 TRILLION industry and now because of these partnerships we get paid every time people pay these essential bills. In addition we will be launching our gas & electricity division where all of us can get paid every time people flip on a light, heat their home, run the air conditioner, or cook on the stove.

If you would like, I would love to get together with you and 'Jane' to show you how we do what we do and how we get paid. Would you like that?

'Jane' is having a few people over to her home Monday at 6:30pm for about an hour to go over the info. If you can make it to his home then that would be ideal. If not, my schedule is slammed BUT I can personally meet with you both at Starbucks for a quick overview either tomorrow morning or late afternoon. What works best for you?"