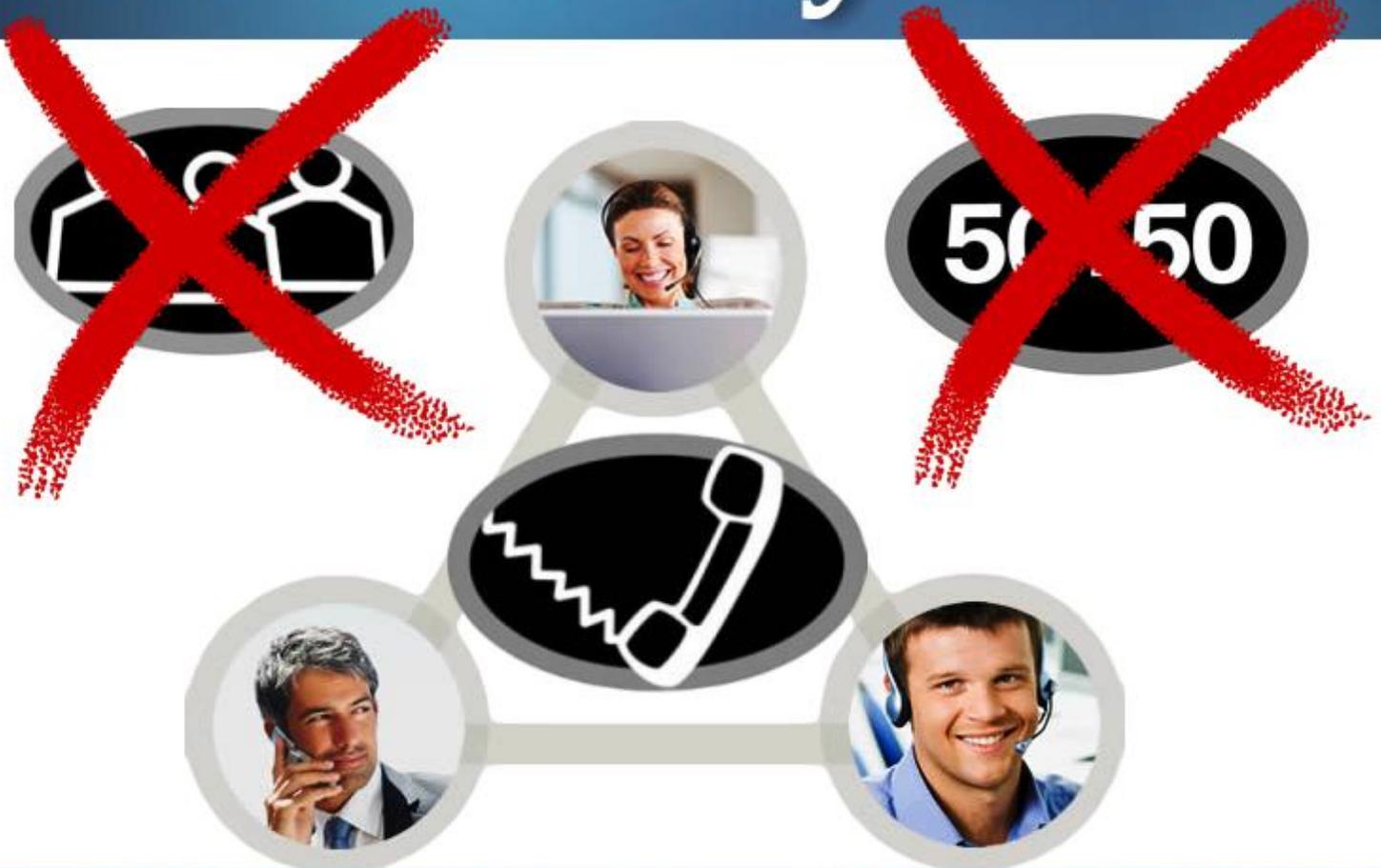


# Who Wants to Be a Millionaire? Three-Way Calls



## Your Business Lifeline

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Mark Petticord is the author of "The RESIDUAL Effect." To order "The RESIDUAL Effect" and receive more information on Mark's leadership development and business training seminars and webinars, please visit [www.SuccessMentor.com](http://www.SuccessMentor.com)

## Three-Way Calls: Your Business Lifeline

A popular game show, *Who Wants to Be a Millionaire*, included three life-lines: (1) poll the audience, (2) eliminate two answers, and (3) phone a friend. Phoning your friend in this business is your business lifeline! Do you want to be a millionaire in this business? Start with 3-way calls! Most home and cellular phone services include three-way calling, a method through which to facilitate a three-person conversation. Why go to all the trouble?

Three-way calls create a casual environment for introducing your business prospect to a successful leader in your company. This call is typically your prospect's second or third impression. Unless a prospect is familiar with the product, service, or company, I don't recommend that you use a three-way call for the first exposure, because it creates a potentially awkward situation for everyone involved. It is best to qualify your prospect first. The three-way call should always follow your prospect's review of company marketing materials. If you are unsure how to conduct this on your phone, simply call your carrier for instructions.

We relate to people within our demographics, including business, family, spiritual, and life experiences. Whether your prospect is a successful network marketer or homeschooling mother, it is helpful to match your prospect with people he or she would relate to. A relatable story helps your prospect identify with someone with similar life experiences, vocations, or even one who has overcome the same challenges.

Because I worked for an electrical contractor in my early years, networkers have hooked me up with construction workers and electricians. A while back, I participated in a welcome call with a lovely lady who was a journeyman electrician. She told us that she was ready to turn in her steel-toed boots for a pair of high heels! The beauty of this industry is we get to meet wonderful people from all over the country and the world.

## The Benefits of Three-Way Calls

### **Demonstrate the power of duplication.**

By far, the most important benefit of three-way calls is to demonstrate to a prospect and your new business partner that our business involves teamwork. By modeling three-way calls properly, you have demonstrated a business system and communicated to the prospect that he or she is not alone. By demonstrating three-way calls, you are sending a message that they too can do this too! Here are some of the uses for three-way calls:

**Receive another perspective.**

Sometimes those closest to us will listen to someone else more than us. After your prospect has reviewed marketing tools or a company presentation, a three-way call is an effective platform to hear a compelling success story and a great opportunity to ask a few questions.

**Enroll a new business partner.**

Your new business partner needs support throughout the entire business-building process, including enrolling a new person. This can be done while he or she is being coached on the phone or while registering online or by phone with the corporate office, if telephone enrollment is available.

**Welcome a new business partner.**

It is a good practice to introduce your new business partner to your upline leadership. This reinforces the teamwork concept and makes your sponsorship line available to them too. Your new business partner can exchange contact information and ask questions or schedule follow-up training. This additional welcome call also helps the new partner feel like an important part of the team.

**Conduct getting started training.**

If you're unable to meet in person, conducting a getting started training via phone is another good use of three-way calling. I also recommend using additional effective communication, presentation tools for a personal touch. Google Hangouts and Skype are extremely handy for connecting face-to-face with a prospect and for training applications where you can see each other and the presenter is also able to share the screen. Both applications allow for up to 10 people to be joined on the call at the same time. Other technology tools, such as <http://join.me>, are also handy for displaying your screen during one-on-one calls or group presentations.

**Schedule another call or meeting.**

This small yet important detail is often overlooked. The end result of every call or meeting is to schedule another meeting. Never leave a three-way call open-ended. Always ask the prospects, "What is our next step to help you succeed? What do you like about the opportunity?"

If they aren't sure, be ready to suggest the next step for them. "On a scale of one to ten, where are do you see yourself?" "How can I help you turn that 8 into a 10?"

## The Three-Way Process

### How to set up a three-way call.

Prior to initiating a three-way call, prepare by having at least two or three colleague-experts in your arsenal ready to support you. A colleague-expert is an upline leader who has experience in the business. As you make friends with people, a healthy company encourages a collaborative culture among upline, downline, and even crossline members.

A call can be scheduled ahead of time, but I find that impromptu works well too. In other words, if you know that you will be following up with a prospect, have a few expert witnesses standing by. Set all your experts up on a group text. Blast out your request for support prior to your follow-up call with ample time for one of them to respond. Let them know the time of the call and that you'll be contacting them.

### Prepare your prospect for a three-way call.

Prior to scheduling a call, verify that your prospects did their homework and reviewed the materials. What tools did your prospects review? Ask them, "What did you like about the video? What did you like about the website presentation?" Again, this is part of the qualification process. This specific, directed question, "What did you like?" causes a positive response whereas "What did you think?" is too open-ended and might invite a negative reaction! You'll soon discover if they are doing their homework, engaged, and interested in knowing more. This is important to know prior to scheduling a three-way call in order to be efficient with everyone's time.

### Brief your expert prior to the three-way call.

It is highly likely that if you're working closely and consistently with your successful upline leaders, that you've already been communicating about your prospecting activities. Ask your expert how he or she would like to be introduced. A 10- to 15-second intro should suffice. In regard to your prospect, fill your expert in with the details about how things are going, what your prospect has reviewed, and how far along in the process they are. And, if you're matching your expert with your prospect because of similar life experiences or back-ground, let your expert know how his or her personal story could benefit the prospect.

### Scheduling the three-way call.

If you have arranged beforehand some specific times for a three-way call, inform your prospect that you would like to introduce them to your business partner/team leader. Let them know

that your team leader has an amazing story or testimony as it relates to their success in this business and that you would like to schedule a call. Create a safe environment; let them know that no one is going to hard sell them. Inform them that this is an important part of their due diligence and will help them further evaluate this opportunity. On the other hand, if they're not a qualified prospect, scheduling a three-way is not a good use of time. Make sure that you clearly define your prospect's interest level and whether they are a business or customer prospect.

Study and review this entire section on three-way calls. Learning and mastering the techniques for effective three-way calls is truly your business life-line and assures long-term business growth.

**When making appointments, say something like this:**

"Listen John, we're all busy. I know things come up from time to time."

Ask politely. "You know, with all the hustle and bustle in life, can you think of any reason **why** you wouldn't be able to make our appointment?"

Or, "I am specific with days and times when I set appointments. Can you write this down in your calendar? My business partner is extremely busy and I want to respect his/her time."

By asking a direct question, you're asking for a specific commitment. Sadly, I would estimate that more than 50 percent of scheduled three-way calls never occur because people do not qualify their prospects or verbally confirm the appointment. Texting prior to a call is also a good practice. As I mentioned, inform your prospect that you are **writing the appointment down and ask them to do the same**. Don't leave your appointments to the whims of busy schedules and chance. These little tips will save you a lot of time and serve as another indicator to determine whether or not your prospect is really serious.

***Note:** When you call at the designated time and you're directed to the prospect's voicemail there might be a valid reason, but more often than not, it's a clue and possibly the first indication of a disinterested party. Be sure to ask them those qualifying questions to reduce the odds of no-shows. I give a prospect the benefit of the doubt one time and reschedule, but that's it. Don't chase them.*

**The Introduction.**

In these examples, as the host, you (Mary) are a facilitator, Judy is the business prospect, and Paul is your expert. Your job is to facilitate, connect the call, introduce your prospect with your

colleague expert, and then sit back and listen. Your tone should be friendly and conversational. Do not just say as an introduction, “Mark, Judy, and Judy, Mark” and hit the mute button! Make proper introductions with full names and background information.

**Note:** *Please allow the expert to take over and set the pace for the call after the introduction. If you interject and interrupt, you will potentially disrupt the expert’s flow and jeopardize the effectiveness of the call.*

### **Introduce your prospect to your expert.**

Provide a little background for your expert. Show appreciation and compliment your prospect and keep in mind that your prospect is the most valuable person on the three-way call.

“Hi, Paul, I have Judy on the phone. Judy is a professional Realtor. She has a lot of experience with people, is highly motivated, and in the process of evaluating our business.”

Paul acknowledges Judy. “Hi, Judy, it’s nice to meet you!”

### **Introduce your expert.**

Introducing your expert, Paul, could be done before hooking everyone up on the three-way call, but I prefer that it’s done right after the prospect’s introduction. Don’t leave your expert hanging and don’t overdo the introduction with lofty platitudes. Just take 30 seconds and inform your prospect that your expert is experienced and successful in the business.

“Judy, Paul has been involved in this industry fulltime for the past twenty years and is a leader in our company. He’s looking forward to answering your questions and sharing a little bit of his story. Judy, I am going to mute myself on the call now. You’re in great hands. Paul, if you need anything, I’ll be standing by!”

As I mentioned, I said **mute** your line, but do not disappear. Be available in case your expert needs to ask you a question. Please do not interject and interrupt the conversational flow of the expert. I use the following methods for get-ting to know a prospect and making them feel like the most important person on the call.

## **For Experts: How to Be an Effective Witness**

Okay, experts, here’s the deal. And when I’m pointing my finger at you, four more are coming back at me. I’ve had plenty of valuable experience with my own big mouth! This call is *not about us*. Sure, we’re going to answer questions and share a little about ourselves. But, remember the rule: “It’s not about us, it’s about them!”

Gather information about them first. When you have done your homework and asked the right questions, it enables you to tailor answers and relate your personal story in a way that serves them. As people listen to you, they are thinking about themselves, about how your story applies to them.

Tune in, listen. **Please** turn off the fire hose! Throughout the years, I've participated in one too many embarrassing calls when the expert talked for 10 minutes or more without any interaction with the prospect—big mistake! Experts, please come up for air! Listen, talk in briefer sound bites, and invite interaction by asking questions.

Begin by thanking them for being on the call and evaluating the business. Set the stage and the pace of the call. Be conversational but conduct a covert kind of business interview. Don't just rattle off your story, ask questions, and discover their personal motivations. The following three questions provide you with a sense of direction as you prepare to tell your personal story and quickly craft a congruent message for your prospect.

1. How do you know Mary? (The person who invited him or her on the call.)
2. What did you like about [insert your company, product, tool, video, etc..]?
3. What is it about [company name] that interests you? (I always like to determine their motivation. Ask this during the conversation, as appropriate)

*Notice these questions invite a positive response. I did not ask, "Did you like the video?" The phrase "What did you like?" helps them think about what they liked, not a direct yes or no or mediocre answer.*

During the interview, do not lose sight of the fact that your prospect wants to know what this business or product will do for them. In my book, *The RESIDUAL Effect*, I cover how to create value and a win/win with people in chapter 6, "Reciprocity for Success™." Again, keep the exchange conversational, but move things along. Do not get hung up on too much small talk. Other than the three questions, it is tough to follow a verbatim script with an initial conversation, that's too mechanical. A three-way call is also a discovery process and a relationship-building time. Rather than just tell your entire story all at once, weave it throughout the conversation.

## **Write down their name!**

Use the individual's name often throughout the conversation. Unless this call is to answer specific product, business system, or compensation plan questions, it is not a formal

presentation. This is a connecting, rapport-building time, and an exchange. Who would you like on your team? As an expert, it is important what you learn during your covert interview! Take lots of notes and during the course of the conversation, reword and repeat back what was most important to your prospect. If they're optimistic and excited or you sense they are serious about the business opportunity, help them dream and envision the potential of freedom. Guide them to the realization that this business provides an excellent environment for personal growth and an excellent vehicle for improving their financial future. Emphasize that we work as a team to support one another in this business.

You will encounter people who are not interested in getting to know you; they just want the facts. Some want a lot of details. If this is a first call, be careful because your prospect might be looking for a reason to say **no**. If you feel they are comparing this program to other programs and putting you on the spot, it is best to simply ask them if they are evaluating other opportunities.

If they are genuinely curious and open, if you have time to answer specifics about the company, product, and compensation, by all means, answer the questions. If it's the "features" of the compensation plan and products they want, give them some details. If they are genuine about their questions and interested in your program, this is a great opportunity to set another appointment. Always schedule a meeting from a meeting. It is a great practice to never leave an appointment open-ended.

**Note:** *This is rare, but be aware that some people are comparing your company and program with another program; or even worse, they begin to pitch you on their business. Do not engage in comparison wars between companies, products, and compensation plans. If they become unruly, it's best to politely wish them a good day and end the call.*

### **Respect flows in every direction.**

Create a strong team environment and mutual respect. Edify and compliment your business partners in front of the prospect and, as important, compliment the prospect for taking the steps to evaluate the business.

### **Call to action**

As an expert, guide the conversation to a call to action, not a hard-pressure close. Gauge their interest based on your conversation, which is why listening is so important! In keeping with the courtship process I described, sponsoring a new business partner might take a series of

impressions. As long as your prospects are doing their due diligence, keep them in the loop. Keep dripping!

Test your close during the first three-way call. In essence, during the conversation, you will begin to suggest solutions and plant some great ideas and compliment them. You will have picked up on concerns about their work and what they are excited and passionate about. For many people in the job market and with this unpredictable economy, business is uncertain. For instance, as we were talking with Judy, the Realtor, we picked up on the fact that she feels uncertain about the housing market and rising interest rates. She is thinking about diversifying. She dreams about financial freedom and spending more time with her children. She's interested in timing and trends. Link her own words and concerns with a compelling solution and begin your call to action. This is not a hard sell, just questions and potential solutions for what she's already related to you in the course of interview/conversation.

**She might have related to some of these concepts and ideas:**

- Financial freedom
- Positive values,
- Being predictable
- Diversification
- Right timing
- Working with a team
- Having fun,
- Making a smart move
- Popular trends,
- Smart and popular
- Being supported,
- Having confidence
- Growing industry

Link these concepts with words, such as now, right now, immediately, today, why not, start, and get started.

**Here are several examples of uplifting statements used to compliment and encourage your prospect to begin thinking about making a decision and taking action.**

“Judy, I can see that based on what I’ve heard you say, **right now** is a great time to **diversify** and evaluate other **income-producing** opportunities.”

“**Now** Judy, diversifying in this business is a **smart and popular** decision **others in your field** are making today.”

“Judy, **right now** by becoming a networking professional and aligning with our team, you will have **a lot of fun** and **enjoy** the **financial freedom** that comes with this **growing** industry.”

“With **confidence**, Judy, **you can know** that by **belonging** to our team, you will be **supported** and working with people who **share your values**.”

“Judy, **right now**, based on what you have heard; can you see any reason why we couldn’t **help you get started today?**”

“Judy, **would you agree** that with the **uncertainty** of the job market, you could begin to **diversify** and start getting **predictable results** that are so **important** to you **today?**”

“Judy, based on what you already know about the **uncertainty** of your industry, **why not start** the process of diversifying **today?**”

“**By now** I am sure you can **easily** see how using our system for success, you can **begin immediately today** to grow **your own** network and **financial freedom**.”

“**Now**, Judy, based on what we’ve discussed, are you seeing **the advantages** of working with **a team** of people who **share the values** that are **important to you?**”

Keep at the forefront of this conversational exchange that you are modeling a business-building system and demonstrating the power of teamwork in relationship marketing. They’re not just joining you; the entire **network** is behind them.

You might want to write down these scripts on note cards or put them in a file you can access from your mobile device until they become second nature. They have worked for me in developing a strong market, and they will work for you too.

This concludes, my training report, “Three-Way Calls: Your Business Lifeline.” For a complete resource for building lasting relationship, developing leaders, and growing a thriving network

marketing organization, visit my website at: [www.Successmentor.com](http://www.Successmentor.com) and order my book, The RESIDUAL Effect. Click on the header on the top right of my website or click on the book graphic below go directly to Amazon.

The RESIDUAL Effect is a complete resource and collection of ideologies, training, and exercises, designed to create a foundation for sustained personal and business growth. This book and training manuscript has evolved as a result of personal observations, trial and error, and valuable business experience. This acronym represents a progression of the eight principles for achieving **R.E.S.I.D.U.A.L.** success.



**RELATIONSHIPS:** Authentic *Relationships* are the connectors that form a solid business foundation. Social networking resources facilitate the growth of thriving networks with an emphasis on people first.

**EDUCATION:** *Education* and applied knowledge are necessary for personal growth. Shared knowledge empowers, edifies, cultivates and develops strategic business relationships.

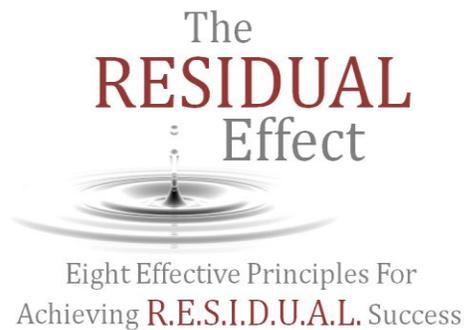
**SERVICE:** *Service* is essential for creating a reciprocal business environment, providing remarkable value, and a giving culture.

**INVESTMENT:** Responsible ownership and leveraging the principles and benefits of *Investment* generates sustained business growth and a profitable network.

**DEVELOP YOUR MARKET:** *Developing Your Market* involves surveying, identifying, connecting, and promoting to your ideal customer or business prospect.

**UNLIMITED POTENTIAL:** Personal belief and envisioning the future unlocks your *Unlimited Potential* and increases your capacity to overcome obstacles and empower others.

**ACTION PLAN:** A consistent *Action Plan* engages a congruent business system that includes processes, incremental steps, and measures progress in order to achieve expected results.



**LEADERSHIP:** *Leadership* commences with the cultivation of strategic relationships and increases with the proliferation of a flourishing environment for attracting, influencing, and mentoring successors.

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