All About 3-way Calls by C.S. Hughes

In LegalShield, we have a very simple, 3-step recruiting system that anyone can do, no matter what your background. The first step is to “expose” your prospect to LegalShield using your GCP website or some other “3rd party tool” (anything that is not you). If your prospect is interested in learning more about your business, the next step is to do a “3-way call with them.” In the context of our business, a 3-way call is when you, your prospect and your sponsor or another member of your support team, all get on the phone together with the objective of either helping your prospect get started in your business, or getting your prospect to the next step in the process, which is to attend a live event, such a Business Briefing or Private Business Reception (PBR).

EXPOSE	3-WAY CALL	LIVE EVENT
Expose your prospect to a “3rd party tool,” such as your GCP website.	If your prospect is interested in LegalShield, put them on a 3-way call with someone in your support team.	If your prospect is not ready to join your business at the 3-way call stage, the person doing your 3-wall call will invite your prospect to a live LegalShield event.

Though each of these 3 steps are critical to your recruiting success, this document is focused on everything you need to know about step two, 3-way calls.

Why We Do 3-way Calls

The main reason we do 3-way calls is because doing them is part of our system. Think about McDonald’s Incorporated for a moment. Last year they did more than $20 billion in sales. They didn’t reach these high levels of success because they sell good, healthy food. They did it because they’ve perfected duplicatable and repeatable business systems that work from Thailand to Texas, and everywhere in between.

When you walk into a McDonald’s you’ll notice that the French fries are always on the left. This is part of the McDonald’s business system. If you start a McDonald’s business, and you want to be successful, you don’t question the system. You just do it.

Just as McDonald’s has proven systems, so too does LegalShield. We do 3-wall calls mainly because they are a critical part of our business system, but there are some practical reasons for doing them as well.

We’ve all heard there is power in numbers, and it’s true. One person who says LegalShield is a good business opportunity has a certain level of power. But when two people come together and say that LegalShield is a good opportunity, there is much more power,which many times influences your prospect to want to get more information or even get started.

Additionally, over many years, we have discovered that whatever you “do” to your prospect is what they think they will have to do to others. So if you are keeping it simple, your prospect will think, “I can do this! This is simple!” But if you do anything your prospect doesn't believe he or she can do, they will say no to your business, even though they might have initially been interested.

For example. Let's say you sent your prospect to your GCP website, they filled out the form, you call them back, and they begin to ask you lots of questions. Since you know the answers to the questions, rather than following the system and move into a 3-way call, you answer all the questions yourself. You feel pleased with yourself and how you dazzled your prospect with the depth of your knowledge, but what you really did is shot you and your prospect in the foot. You answered all your prospects questions, even one they didn't ask, which is, "Can I do this business?" You proved to them that they *can't* do the business. After all, how long did it take you to learn all that stuff you just threw up all over them?

Inwardly, every prospect is asking themselves, *Can I do this business.* Again, if you keep it simple, they become convinced at some point that they *can* do this business. But if you complicate it, by trying to impress them with your expertise, they will be thinking, "How long did it take him to memorize all this? I don't have time to learn this stuff. I'm too busy. This business is not for me." And you will get a "no thank you" from a prospect who just moments earlier was interested.

And finally, most LegalShield Associates, especially new ones, are often afraid to ask for the order or deal with concerns and objections. Again, by utilizing the 3-way call, you eliminate all of this as the person who does your 3-way call will handle all this for you.

How to Set Up 3-way Call
Now that you know *why* to do a 3-way call, lets discuss *how* to set up the 3-way call.

Before returning calls to prospects, send a text message to your sponsor or support team to make sure they are available to take a 3-way call. As you grow in the business, you will meet more and more of your upline and others in your local markets who will happily take three way calls for you. Over time, you can build what we call a "3-way text list." This is a list of people who have all agreed to take your 3-way calls. Some of our Associates have 10-15 people on their 3-way text list. They type out one text but it goes to 10-15 people at the same time. This is not a must, but certainly a good idea and something to work towards.

With a member of your support team on standby, call your prospect who has been to your GCP website, filled out the form and asked to be contacted. After a brief greeting and a discussion about their survey answers, you ask:

So on a scale of 1-10, where would you rate your interest?

If they say 5 or below, test them a little by asking:

"OK, so it sounds like you're not really interested in this? Am I reading you right?"

If they indicate that they are not interested, let them off the hook... fast! If they say yes, they are interested, you can bring them back into the conversation by asking:

"Just out of curiosity, if you're interested, why did you rate your interest so low?"

Often times, this will cause your prospect to reevaluate and "raise" their interest to level to a 6 or above.

A prospect who says they are a 6 or above are great candidates for a 3-way call. (5 or below are not. For 5's and below, you can simply get them more information and set a time for a follow up.) Move on with 6's and above.

How to Do a 3-way Call
You tee-up the 3-way call by saying:

"Ya know, one of the things I love about this business is the incredible support we have. I want to introduce you to one of the people who's helping to lead the national expansion of our company. He's doing incredibly well in the business, knows 100% of the facts and is a lot of fun, but most importantly, he's down to earth and loves helping people. Hold on one second, let me see if I can get him on the line."

(Do not ask for permission. Just do it.)

At this point, you hit the flash button or add a call button on your phone and dial the number of the person who will be doing your 3-way call for you. Let's say that persons name is Joe Smith and your prospects name is Mary. In a 3-way environment, always refer to your support team as Mr. or Mrs. Here's how that conversation would go.

Ring....ring....ring...

Mr. Smith: Hello?

You: Hi Mr. Smith. I've got my good friend, Mary, on the other line. She just watched my GCP video. She's an 8 out of 10. She's a nurse and really wants to be a stay at home mom. Also, she's married and has 3 kids and lives in Riverside, California.

Mr. Smith: Great! Let's do it!

You you hit the flash button or the merge calls button and now you are all on a 3-way call!

You: Hey Mary. I've got Mr. Smith on the line with us. Mr. Smith, this is my friend Mary.

Your job at this point is to be quiet, listen, take notes and learn. The goal is not only to get your prospect in the business or to the next step in the process, but also for you to learn how to do 3-way calls for others. And that, is all about 3-way calls.