

# 3-WAY CALLING

## A Smart Way to Leverage Your Time

### WHY 3-WAY CALLING?

In a word LEVERAGE. For Network Marketer's it is AN ABSOLUTE MUST. 3 Way Calling (also known as 3-Way Chat) is one of the simplest, smartest ways of leveraging your time and is an essential communication, training and prospecting tool.

For the novice network marketer learning/mastering the simple skill of 3-Way Calling maybe the difference between success and failure.

### WHY IS IT SO IMPORTANT?

- It allows the novice direct access the knowledge of the Sponsor/Expert so he or she can give a product and opportunity presentation, answer questions and handle objections. Even though they maybe located in different country or city.
- The novice can listen and learn in real-life situations.
- The novice can earn while they learn.
- It instils confidence in the novice and the prospect.
- It demonstrates to the prospect, the support system that is available.



Once you become accustomed to using it, you'll find 3-way calling is so simple to use. Importantly it is the most duplicable way to grow your business FAST!!

### HOW TO MAKE A 3-WAY CALL

#### Step 1

1. Press the RECALL Button [may also be flash/talk/3-way call]
2. Wait for Dial Tone
3. Dial the number of your Sponsor/Upline Expert
4. Wait for him/her to answer

#### Step 2

1. When your Sponsor/Expert answers the phone, tell him/her that you have your "Prospect" on the line an that you are about to connect all three of you

2. Press the RECALL Button\*
3. Wait for Dial Tone
4. Press number 3 on keypad
5. Confirm that all three of you are now connected

### Step 3

1. Introduce your Prospect to your Sponsor/Expert. This is best done by powerfully "edifying" them. This process sets up the credibility. The more powerfully this step is done the more success you will have.

ie "...[prospects name]... thanks for holding. I'd like you to introduce you to ...[upline name...][upline name]... is my coach/mentor/partner. [give a thumbnail outline of why your prospect should sit up and take notice] He/she is very successful in the business, and will be much more capable of answering your questions. ...[upline name]...please meet...[upline name].."

2. The novice, now puts on the "duct tape" - shut up, listen and learn!

### TIPS:

- Practice these skills with your upline and become proficient using 3-way calling before using it with a real live prospect.
- EDIFY YOUR UPLINE - this creates rapport/credibility so your prospect will be in a space of "listening" to every word from you upline/expert. It's a well know fact that we, as people, only every purchase goods and/or services from someone we KNOW, LIKE and TRUST.
- Establish the times your Upline/Expert will be available for 3-way calls
- When calling a 'Key Prospect' it is always a good idea for the novice to have the Upline/Expert already on the call – showing respect and professionalism to the Prospect.

### OTHER COOL THINGS YOU CAN DO WITH 3-WAY CALLING

If you have "Call Waiting" on your service then you can do 3-Way Calling.

#### 1st Cool Thing

When on a call with one other person and a third person calls in to your number, it is possible to introduce the third person into a 3-Way Call.

Whilst still on the call to the first person (whether or not you were the originator of the call) - to answer the incoming call...

- Tell the first person that you are about to take the incoming call
- Press the RECALL Button
- Wait for Dial Tone
- Press number 2 on keypad

Having identified who the incoming call is from, and if wishing to include this person into a 3-Way Call, simply,

- Press the RECALL button
- Wait for Dial Tone
- Press number 3 on the keypad

## 2nd Cool Thing

To split a 3-Way Call and put one caller on hold

- Press the Recall Button
- Wait for Dial Tone
- Press number 2 on keypad

## 3rd Cool Thing

To hang up on one call and return to the call on hold

- Press the Recall Button
- Wait for Dial Tone
- Press number 1 on the keypad

## 4th Cool Thing

'Daisy Chaining' - is an extension of 3-Way Calling that enables more than three callers to be involved in a conference-type call. Theoretically, it is possible to have an infinite number of callers all on the one call, however in my experience a number past 12 gets difficult to manage noise wise. If someone in the middle drops out or wants to leave the call then they disconnect everyone on their end of the call.

This is how it works - You (let's call you 'Person A') have phoned Person B and then conference in Person C thus making a 3-Way Call.

Person B <<<<<< You (Person A) >>>>>> Person C

You can invite Person D to also come into the same call.

As the originator of the calls - Person A, and because the 3-Way facility has a limit of two, you are not able to call Person D. However - Person B or Person C can.

Thus, Person B makes a 3-Way Call to Person D and Person C could make a call to Person E if necessary.

D <<< B <<< You (A) >>> C >>> E

Similarly, Persons D and E could introduce F and G – and so on.

## CONCLUSION

3-Way Calling is effective – it really works. Most of all – it's FUN!

Go forth and have fun – after all, that's one of the best things about Network Marketing.