



LifeWave Success Library

THREE-WAY CALLING



The three-way call has long been a firm favourite amongst network marketers when converting prospects into distributors. Not everyone uses this technique; however, if you are yet to try a three-way call as part of your business building plan, you should definitely learn as much about it as possible, so that you can use it effectively when you do want to try it.

What is a three-way call?

A three-way call is when you, as a member, invite your sponsor or another leader to join you on a call with a prospect so that the prospect can get a better idea of the opportunity or products, to hear more about the business in general, and to get answers to any questions he/she may have.

The purpose of three-way calls

The purpose of the three-way call is to close the deal and sign up a new member. Three-way calls allow new members to leverage the knowledge of their sponsor and educate their prospect on the business.

When to use three-way calls?

Three-way calls are a great way to introduce the business to a prospect. After they have shown an initial interest in learning more about LifeWave and are starting to ask good questions, these calls represent a great opportunity to share the knowledge your sponsor has and help convert a lead. Prior to a three-way call, it is prudent to make sure the prospect has received or heard some information, perhaps watched a LifeWave product or business opportunity video and hence, knows the basics about LifeWave.

It is paramount that you “edify” the person you are bringing in to speak with your prospect. Let the prospect know of that leader or sponsor’s accomplishments in LifeWave and emphasize why you know hearing from that leader will be valuable input for the prospect to hear.



The Value of the three-way call

Validation: Three-way calls provide third-party validation about LifeWave and allow prospects to see what's possible by hearing other success stories and getting their questions answered.

Leverage Knowledge: These calls prove to be invaluable for new distributors by allowing them to get off to a fast start while learning how to talk about LifeWave. You can leverage the experience and knowledge of your sponsor/leader while you are perfecting your business-building techniques.

Learning Experience: It's also a hands-on way of learning for new members. After-all, as a member builds their team up, they will have to do these calls with their team members when they are a sponsor. In addition, it helps members develop their language, skill and knowledge base. Listening to your sponsor and noting what works is an invaluable learning experience.

Plus a prospect will be thinking "Wow, I can call this person too to help me, if I get into this business."

Learn about your Prospect: Your hope is that this prospect will eventually join your team. These calls are a great way to get to know your prospect better and learn why they are interested in the business in the first place. Their questions will tell you a lot about their interest. Knowing your team and building up the trust between you is paramount successful business building.

Opens up Communication: Three-way calls also open up the lines of communication with your prospect. If your prospect needs time to make their decision, they know that they can contact you without hesitation. Should they decide join your team right away, they can feel secure in knowing that they have joined a supportive team.



How to Transition to a three-way call

After pre-qualifying your prospect, you will want to get them on a three-way call.

You should ask them:

'I'm delighted that you're interested in LifeWave. I've got some time on Wednesday for a call. What time is better for your - 1pm or 3pm?'

Asking them in this way, means that it's easier for them to accept the invitation, rather than giving a yes/no answer.

Here is an example of how you should invite a prospect to the call:



LifeWave Distributor: "I'm delighted that you were intrigued about LifeWave after watching the X39® video. I've got some time on Wednesday for a call. What time is better for your - 1pm or 3pm?"

Prospect: "1pm works for me."

LifeWave Distributor: "Brilliant! I have someone in mind that I'd love to introduce you to if they are available. They've been in the company X months/years (this is the time to edify them) and have a wealth of knowledge of the products and business opportunity. Let me see if I can get them on the phone... just for a minute... to give you a better sense of what LifeWave is all about. He/she can explain things better than I can at this stage." "

Introducing your sponsor on three-way calls

You will want to edify your leader at this stage. Spend some time with your sponsor or leader learning how to introduce them for maximum impact.

After you have organised the call with your prospect, you should emphasise the limited time your sponsor has e.g.



"[Prospect name], I have fantastic news, I was lucky enough to get my sponsor [insert name] to join us on our upcoming call. I wasn't sure if I could get him/her or not, as he/she is so busy with their team, but I've caught them in between meetings and he/she can spare a few minutes to help address your question to see if LifeWave is a fit for you."

If your sponsor is a certain rank within LifeWave, do make sure that you mention this. Let the prospect know that an important person is taking time out of their day to talk to them.



Closing the deal

The goal of a three way call is to get the prospect involved in the business today.

Ask the prospect:

‘How do you want to get started today - at the gold or diamond level?’

Your sponsor will be there to help you close the deal and enroll a new member.

If someone is experiencing financial difficulty, you could always say:

‘If you can’t afford to sign us as a gold today, you could sign up as a starter. It’s just \$25; that means you can get in the business and start earning money in this time of tremendous growth - I wouldn’t want you to miss out on this opportunity’.

Aim to end your call by closing the deal.

Don’t forget to follow up

After talking to anyone, no matter what the response, always send a follow up email or text thanking them for their time, along with links to our replicated website or to another video/presentation. At the end of the day, you are not selling; you are exposing prospects to a series of informational moments so they can make an intelligent decision... like thousands already have!

The great thing about three way calls is that you have no pressure at all, as someone else handles the conversation. You learn as you listen, and even if there is some reason why the call doesn’t go how you want it to (maybe the prospect asks difficult questions or comes from a negative place), you can still talk afterwards and maybe turn it back in the direction you want it to go.

But remember: If they aren’t interested or they aren’t excited after the call, it’s OK. If it is someone you are friends with, you’ll still be friends! There is no need to try to convince them. There are lots of prospects who will be even more interested after the call! In the end, it’s totally a numbers game.



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