Three-Way Call Tutorial

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Mindset:

You are Successful, Confident and Visionary. Your time is Valuable and you are looking for a Decision. You are Happy and Excited because you know where you are going and you know you are on the Right Path with Polaris Media Group, therefore you are confident. Because you see the vision so clearly, you naturally expect others to see your vision very quickly.

A confident person does not feel the need to argue or convince, but rather is there to assist the prospect in full understanding so they can make their decision. Questions are answered concisely and are focused on solutions for the person to get started. If a person is confused or seems to be lacking in understanding, a confident leader will send them to the appropriate resources and schedule a time to meet again.

Purpose of the Three-Way:

- Ask for a Decision and Complete the sale.
- Demonstrate how easy the system is.

When to do a Three-Way Call: Three way calls are typically only done when you are showing a potential new distributor the business. You can also bring someone in to do a three-way call for a retail sale.

- After a person has completed a Live Business Overview Call in entirety, or a recorded presentation call.
- The person has demonstrated a high-level of INTENTION to GET STARTED with the opportunity. Being "interested" without intention does not deem them qualified to move to a three-way call.
- If the person has been asked to rate their level of intention after the call on a scale of 1-10, they have stated they are a 7 – 10.
- Ultimately, it is up to you to use your judgment on whether you believe someone is serious about the business or is not. So, if someone says they are a "6", but you believe they are serious and may be somewhat confused on something, you can choose to do the three-way.

Introducing the Three-Way:

The success of a three-way call starts with a great introduction. There are three parts to the introduction:

1. An explanation to the prospect of what you are doing so there is reality for the prospect.
2. Introducing your prospect to the associate doing the three-way. You will give some information about the prospect including what they are doing now, why they want to make a change and what their goals are **You want to give the associate doing the three-way the HOT BUTTONS of the prospect. This lets the prospect know**

you were listening and understand them, and it gives the person doing the three-way for you information to help the person with their decision.

3. Introducing the associate to the prospect (edification).

Note: Do NOT interrupt the person doing the three-way at any time. Doing so would take away the credibility of the three-way associate. If the associate doesn't know an answer, that's OK. Give them the authority to be the person answering. If the prospect directs a question specifically to you, it's OK to answer and then turn the call back to the three-way leader.

Example:

"Hi John, it's Shannon. John, I took the liberty of bringing another associate on the line with me, her name is Stephanie. John, I brought Stephanie on the line for 2 reasons. First, I want to demonstrate the system to you, as you heard on the Business Overview Call you do not have to do any convincing or explaining in this business, there's a team of people available to assist you answering questions for your guests. Second, I wanted you to see the level of support you will receive when you get started with Polaris...

And Stephanie, this is John...he's been to a live call, rated himself an _____ and sees this as an opportunity for himself. He's currently ____________, wants a business because _____________________ and is looking to generate an income of ____________________________.

<u>As the associate who is answering the questions::</u>

- 60 second <u>quick</u> story about yourself for an introduction
- "What are a couple of quick questions I can answer for you that will help you get started with us today/tonight?"
- Get questions up front – make a list. This will help you to be concise and brief.
- Answer the questions matter-of-factly. Keep your answers short and factual – there is no need to clarify or pitch.
- **Ask for the sale! "OK____, have I answered all of your questions? Good…I've got one question for you that I ask of everyone I speak with, are you ready to get started?"** The purpose of the three-way is to collect a decision. If you don't ask, you've wasted your time doing the 3-way.
- "Welcome to the team. I'm going to give you back over to ______ and they will help you get started. It was a pleasure assisting you…have a great day/night."
- If the person waivers…."John…Mary let me know that you are serious about making XXXX and having XXXXX in your life…do you really want to make that happen? Why is that important to you? Well, do you really want to make that happen because we have the system for you to do it? OK, then, let's get you started. Do you want to get started with Beyond Freedom or the Beyond Freedom Evolution curriculum?

<u>Tips:</u>

- The conference call is very informative and contains the basic information a person would need to make a well-informed, confident decision. Know that.
- You must have: Belief in yourself, belief in the prospect's ability to make a decision and succeed, belief that the system works, and confidence in Polaris Media Group.
- Stay enthusiastic, attentive and interested. Avoid being reactive to the prospect. They may attempt to inhibit you or be forceful. If you stay interested, they will come around and become enthusiastic (unless of course they are just angry or a jerk…in that case, end the call).
- You're successful and your time is valuable…be to the point. This isn't an opportunity to make a new best friend, but rather a time to demonstrate the system, the leverage and the money. Be courteous and attentive, but also be direct.
- Expect the check! It's all about BELIEF!
- Any additional questions a person has can easily be answered on the website.

<u>Handling Common Objections/Questions:</u>
Good communication is the key to helping someone to get started. Maintain your posture and acknowledge the prospect using good acknowledgements like "I understand", "Okay", and "Got it". Be solution focused. Sometimes you will encounter prospects who are so fixed on their problem, they have difficulty seeing beyond it. By having them clearly communicate their problem, you help them clear some "mental space" so they can contemplate their own solution. Remember, that a good first step for these people is the Know for Yourself DVD…even if they don't get the big picture, they can get started with KFY. This will help them understand they are capable of more and you'll have a new customer.

- **"I have to talk to my spouse".**
    - To prevent this from happening, when prospecting ask, "I have one more thing before we go, are you the decision maker in your household – will you be making the decision to move forward or do you need to include a business partner or spouse?" If yes – connect both of them to the call.
    - If it is asked anyways, ask "OK, you do want to get started, right? OK…when you talk to your husband or spouse, what are you going to say?" The purpose is to ensure they have a strategy to handle any spouse objections. Offer yourself as a resource to handle any questions their spouse might have. Give them website resources, an invitation to another live call or the recorded call for their spouse. Always see if you can have the person sign up on the spot if they are only going to their spouse to "inform" them of their decision, rather than ask for agreement**. Always set up a follow up appointment to help them get started**.

- **"I need to do research."**
    - "Ok, it appears I didn't answer your all of your questions. What other questions to you have." "What will you be researching?" (Give them resources for their research such as your LLI website). Set up the follow-up appointment and make sure to give them the getting started instructions.

- **"I don't have the money".**

- “I understand. Bill, isn’t not having money the reason you called me in the first place? OK, so how did this situation come about? What’s your solution?” Most likely the person will identify a solution to get started.
    - Solution found, ready to get started– finish the order.
    - Get them started with Know for Yourself. That will help them aspire to more and will establish them as a customer. Advise them that the Polaris Curriculum is designed to help them get over the hurdles they are experiencing so that they will not have to experience them again.
    - No solution found – “David, here’s what I suggest. Grab a piece of paper and a pen. On the paper write “Goals” and write out what you want to achieve. Then write HOW I CAN GET IT and write down every possible solution that comes to mind. I’m confident you’ll figure it out. In the meantime, you can get started as an associate and work on getting your money together because I know you really want to have ________” Always take the opportunity to have someone take one step forward.

More Handlings for Prospects Who Are Fixed on Not Having the Money to Get Started.

Remember, it’s never a lack of money that prevents someone from getting started. It’s either that they are unable to see beyond their present time problem enough to believe they can have achieve a better future, there is something they don’t understand or they lack motivation and really were not a qualified prospect. So, don’t buy into it being about money.

With Polaris, anyone can get started. They can get started with Know for Yourself, as well as Beyond Freedom. Both of these are going to help them make strides to become more entrepreneurial. While it is ideal that someone gets started with the Beyond Freedom Evolution Launch Package, getting started at every level *is* Getting Started!

When doing a 3-way with a prospect results in the following language…”*Sounds good, BUT, I don’t have the money*,” as leaders, WE can help them find a solution.

Here’s an example…

Prospect: *“This idea sounds great…BUT…I don’t have the money….”*

PAUSE 5 SECONDS!!!

Leader: “I understand!” THEN WAIT FOR THEM TO RESPOND!

Prospect: ***“****What do you mean?”*

Leader: “I understand you don’t have the money, that’s why you called me. So, what do you think will be your solutions?”

Prospect: Let them speak and contemplate their solution.

Leader: Acknowledge and see if they can find a solution. If not, then they may not be qualified. Remember, being solution focused is a quality of a leader and if they haven't developed leadership qualities it will be revealed.

NOTE: *Understand that the above statements should only be said when they say they don't have the money. Purchasing the Beyond Freedom Course or any product is not required to join Polaris Media Group and should never be implied that it is to get started A person can join as a distributor and immediately receive 20% retail profit on any sales.*

When the call is passed back to you:

- End the call quickly. Your time is valuable. For the prospect to deserve more of your time, they must complete the next step and enroll as an associate.

- "Welcome to our team _____. Let's get you started. Have the person go to their computer and help get them started. Collect payment for Beyond Freedom.

Congratulations…you've just signed up a great new team member!