

3 Way Calling and Edification

3-way calling is a fast and simple way to expand your business. It is a great way to train IBOs on how to become independent quickly. Anyone can do a 3 way call and it is very effective when you follow a script.

3-way calls are great for:

- Helping to close new IBOs
- Follow up calls to further the decision-making process
- Launch date for new IBOs
- Celebrating new promotions
- Promoting events

Arrange a suitable time with your upline leader and your prospect.

Call upline first to make sure they are available, then the prospect.

1. When all parties are connected, edify your prospect **first** to your upline.
(see below for example)
This is very important as it makes the prospect feel valued.
2. Then use an appropriate edification for your upline (see below for example)
This is important as it helps the prospect to respect the upline leader and listen more intently.
3. The upline leader then cross edifies the IBO. This is important as it helps the prospect have confidence in their sponsor.

Trust + Respect = Success

Once introductions have been made, it is important that the IBO turn the call over to the leader, mute his/her own line and listen and learn. Never interrupt the leader and prospect.

Examples of introductions

IBO.... Bob Smith

Prospect.... Sally Jones

Leader..... Tom Green

IBO starts the introductions...

RD Tom Green I would like to introduce you to a friend of mine Sally Jones. We have known each other for about 5 years. Sally is a mum with 2 teenage children and owns her own hairdressing salon. Her salon is very successful, but she puts in long hours and mentioned to me the other day that she was interested in finding a different way to earn some money.

IBO continues:

Sally, the person I am about to introduce you to has distinguished himself within the ACN system. He knows all the information and has helped countless people find success. His time is sought after by many people and I am thrilled that he is on this call with us today. Sally, I would like to introduce you to ACN Regional Director Tom Green.

Tom Green now continues:

Nice to meet you Sally and have an opportunity to talk together. Bob has spoken highly of you and has been particularly impressed with your amazing work ethic and how you successfully operate your current business. I also want to take a moment to let you know about the respect that I have for Bob. He has embraced what we are doing in ACN and has built a growing team and is moving forward quickly.

Bob mentioned that you wanted some additional information regarding what we are doing.....