

# The Art of Three-Way Calling

## Three People Are Involved In The Three-Way Call:

1. The Guest – the potential enrollee.
2. The Leader – the person who invited the potential enrollee and will lead the call.
3. The Mentor – The enroller of the leader or another more experienced Isagenix Associate.

## Four Reasons To Master The Skill Of Three-Way Calling:

1. Teaches the Leader, by listening to the Mentor, how to say the right things.
2. Provides credibility to the Leader by teaming up with the experienced Mentor.
3. Answers the questions of the Guest.
4. Helps to close the deal.

## The Steps Of A Three-Way Call:

1. The Leader:
  - a. Organizes the timing of the three-way call between the participants.
  - b. Initiates the call.
  - c. Gives short introduction to the Mentor to demonstrate the Mentor's credibility.
  - d. Turns the call over to the Mentor and is quiet.
2. The Mentor provides a brief overview.
3. The Guest ask questions.
4. The Mentor:
  - a. Answers the questions of the Guest.
  - b. Seeds the future success of the Guest
  - c. Turns the call back over to the Leader.
5. The Leader:
  - a. Does the call to action.
  - b. Thanks everyone for their time.
  - c. Ends the call.

## Tip:

Every time a Leader gets a Guest to watch a video on-line, the Leader sends a text message to 3 of his/her Mentors with this message, "I may need you for a three-way in the next 15-30 min, Are you in?"

The Leader then contacts the Guest to discuss their reaction to the video and ask if they have any questions. If they Guest has a question, set up a three-way conference call with one of the available Mentors.