

# Effective 3-Way Calls

3-way calls are a valuable way to support your newer builder's efforts as they connect to their prospective customers and builders. These calls allow you to model conversations for your new builders as well as increase credibility with prospects. Refer to these common scenarios where 3-way calls may be appropriate.

## LIFESTYLE & BUSINESS OVERVIEWS

When new builders are learning to do overviews, it can be reassuring to have support from you during the first few sessions. Make sure that your new builder and the prospect or enrollee have the materials they need before the call.

## SUCCESS CHECK-INS & MENTORING

If a builder on your team is going through challenges in their personal or business life, it may be helpful for you to offer added support on a 3-way call. If there are multiple levels between you and the builder you're supporting, get the in-between builders/leaders on the call when possible.

## RECRUITING POTENTIAL BUILDERS

Below is a call outline you and your team can reference when preparing for 3-way calls to recruit potential builders.

### Tips

#### EFFECTIVE 3-WAY CALL TIPS

- You, your builder and their prospect are all on the call together.
- Familiarise yourself in advance with how to run a 3-way call either on your own phone or with a service such as freeconferencecall.com or Zoom.
- Prepare attendees in advance with the call-in phone number or meeting link.
- The prospect needs to gain confidence and trust in you and your builder. Long term, your builder is their greatest supporter.
- Remember, as important as it is to get results, it is as important to allow your builder to learn through participation in order to become more competent and capable.
- Ask questions to help you understand a prospect's needs and hopes.
- Be personable, authentic and even vulnerable at times so that you, your experience, and therefore your guidance, are relatable and trusted.

#### 1 Prepare/Introduction

- Invite the prospect to watch one-on-one videos about dōTERRA before the call (e.g. dōTERRA Europe Origins, Co-Impact Sourcing™, Healing Hands Foundation™, Compensation Plan and LRP) so that they are more aware of what dōTERRA is about.
- At the beginning of the call, your builder promotes you to establish your credibility. Once they add you to the call and introduce you, they step back and you lead the call. Include them wherever possible throughout the call. Support them.

#### 2 Ask Discovery Questions

- *Tell me about yourself...*
- *How long have you...?*

#### 3 Ask Need/Pain Questions

- *What financial goals are you wanting to achieve?*
- *Is there anything you would like to change about your life situation?*
- *Is there anything your job is not giving you now? How does that impact your needs?*

#### 4 Ask Solution/Benefit Questions

- *What benefits do you see from...?*
- *If you could wave your magic wand, and the dōTERRA business opportunity was exactly what you wanted in your life, what would that look like?*

#### 5 Find Out How to Support Them

- *Would you like to supplement or replace your income?*
- *What does that mean to you in terms of potential income per month?*
- *When would you like to reach this income goal ( \_\_\_ months or \_\_\_ years?)*
- *Is there anything else you need or want to know in order to move forward in building your business with dōTERRA?*

#### 6 Call to Action

- *Let's schedule our next call where we go over your specific business plan and outline a 30-,60- and 90-day action plan. I can talk next... (offer a couple times). What time is good for you?*
- Express gratitude for the call.
- Show your dynamic listening skills by referring to an earlier detail from the conversation.
- Express confidence that they can create the life that they desire.

#### 7 Endorse Your Builder

- Endorse your builder, and leave the call. Your builder can complete the rest of the call.

