

# Effective 3-Way Calls

3-way calls are a valuable way to add your experience and testimony to a newer builder's efforts as they connect to their prospects. Refer to these common scenarios where 3-way calls may be appropriate.

## WHY 3-WAY CALLS

- Support new builders on your team with their prospective customers and builders
- Increase credibility with prospects
- Model conversations for new builders

## LIFESTYLE & BUSINESS OVERVIEWS

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

### 1 Prepare

- Invite the prospect to watch one-on-one videos about dōTERRA before the call (e.g. how to make money with dōTERRA, Co-Impact Sourcing®, Healing Hands Foundation®, Empowered Success videos) 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. Support them. Remember, the prospect needs to gain confidence and trust in both of you. Long term, your builder is their greatest supporter.

### 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 providing you? How does that impact your needs?*

## Tip

### EFFECTIVE 3-WAY CALL TIPS

- You, your downline, and their prospect are all on the call together.
- Familiarize yourself in advance with how to run a 3-way call either on your own phone or with a service such as freeconferencecall.com.
- Prepare attendees in advance with the call-in phone number.
- 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.

### 4 Ask Solution/Benefit Questions

- *What benefits do you see from...?*
- *If you could wave your magic wand, and the dōTERRA business or income producing 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 dollars 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 jump off the call. Your builder can finish up the rest of the call.

