

# 3-Way Call Outline

A 3-way call is an effective tool used to help move a new potential distributor forward. The call includes: you + your team member + their contact.

Remember, 99% of questions and objections stem in the concern “Will this product/business work for me?” The primary function of a 3-way call is to get to know each other, answer questions and cast vision of what it would be like partnering with your team and company.



- Make sure your team member has properly prepped their

## 01 PREP!

contact. Ask them: *What exactly have they seen?*

*What questions do they have?*

*How interested are they 1-10?*

- Ideally, a contact has seen a sizzle video or call presentation that explains the product, company and opportunity. - Team member must set expectations to follow through on the scheduled time. 02

## EDIFY!

- Give your team member instructions on how to introduce you to their contact.
- They should do “dual edification” - edifying you to the contact and edifying the contact to you. - Give them a few bullet points of your success.
- This is the time they build respect and rapport between their contact and you as their business partner.

## 03 THEIR STORY!

- Get to know the contact by asking them good questions. Use F.O.R.M.  
*Tell me a bit about yourself? Why do you want to start a business?*  
*Do you have any NWM experience?*  
*How much time can you commit?*

## 04 YOUR STORY!

- Your Background
- The Problem (What was missing, why you joined the company) - Your Results

## 05 WHY YOUR COMPANY!

- 3-4 Americans living paycheck to paycheck
- Insert several statistics about your company and it's unique selling proposition:

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- There is no better time to get started than today!

## 06 CLOSE!

- Ask if they have any questions before they get started. - Recommend the best Business Pack for their situation.
- At the very least, get them involved as a customer to try the products/services.

*The next step of the process is to get enrolled, then we can schedule time for your Launch Training and plug you into the community.*

*You're going to love it!*