

## **FOLLOW UP: THREE WAY PHONE CALL OBJECTIVES!**

Prior to making the call, give the person helping you with the 3-way call, an overview of the prospect and what you want to accomplish (next event).

**Speaking parts indicated in Red Print**

Introduce and **EDIFY** the person helping you out with the call ASAP

The person helping with the 3-way call needs to compliment the prospect in some way, using information that was given by the person whose prospect it is.

*"I understand that you had a chance to sit down and evaluate the Unfranchise System with (name of person you are helping) the other day, [last Tuesday, at Thursday's Second Look, etc.]"*

*"I know that it's a lot of information, but what was it that really jumped out at you or stuck in your mind about the Unfranchise System?"*

You need to run with their answer and tie it into YOUR two-minute commercial.

*"(Name of business partner) said he/she gave you some information to take a look at. Aren't those tools incredible?"*

*"Like I said, I know that it's a lot of information, so do you have any questions or concerns that I can answer for you?"*

Answer questions using – **FEEL -- FELT -- FOUND!**

*"You need to ask yourself if you are willing to try! Because if you are willing to give it a try, we will certainly help you get paid. I don't know of any other business that will let you try it out, and pay you six figures. Do you?"*

*"Your next LOGICAL STEP would be to: (Try some try products, 2<sup>nd</sup> Look, Kick-off, Product Preview, SEMINAR) I would rather have you spend \$25-\$40 on a training and find out all the nuts and bolts of why we are like and unlike a Franchise, like and unlike direct sales, so YOU and WE know this is right for you."*

*"Let's throw this business in front of some people you respect and let them show you how this won't work . . . Make your team/person sweat for you a little!"*

*"It was nice meeting you, (NAME). I look forward to meeting you in person!"*

---

People need to hear it 7 different ways, from 7 different people, so they will "click" with someone. Continue getting them on the phone with other distributors:

*"Hey, I was just talking to a Business Partner of mine and telling he/she about you and they just wanted to say "hi". This is \_\_\_\_\_..."* **EDIFY!**

You are not bugging them, you simply want them to know that you have a TEAM of people working with you and so will they!

Who wouldn't want someone else to care about them!