

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 Team Heart & LifeVantage.



01 PREP

- Make sure your team member has properly prepped their contact. Ask them:

What exactly have they seen?

What questions do they have?

How interested are they 1-10?

- Ideally, a contact has seen the ABC Primetime video, attended a launch event or watched the Team Heart Overview prior to the call.

- 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 LFN)

- Your Results

05 WHY LFN

- Trends in Nutrigenomics.

Supplementation vs. Activation

- Retention, 82% of customers order at least once every 90 days = Legacy income

- 22 peer reviewed studies, 7 patents

- Team Heart System, step by step, paint by number guide on how to build a business. Mindset, skill-set and leadership training

- Timing, 8 years old, \$200m/yr company that nobody has ever heard of yet. No better time than today!

06 CLOSE

- Ask if they have any questions before they get started.

- Recommend the best Business Pack for their situation.

- Use the Starter Kit as a way to get them in TODAY if they are “waiting for the money” to buy a pack. #GIWYFI

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!



For more Pro 3+ Training on how to Effectively Master 3-Way Calls, Check out LEAD SCHOOL on TeamHeart.net/LeadSchool

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