

# The Deal Maker or the Deal Breaker

## "The 3 Way Phone Call"

### Key Fundamentals to Building your Business

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#### WHY USE THE 3WAY CALL AND HOW TO DO A 3WAY CALL PROPERLY

The 3Way Phone Call is a fundamental part of building your AdvoCare business. It may not feel natural to do the 3way call or appt, but since the highest paid distributors say to do it, we always had the mindset that we wanted to duplicate those who were successful, and the success statistics for those who implement 3rd party credibility are staggering.

#### REASONS FOR 3WAY CALL

1. Bringing your prospect to the Vine so they hear another story other than yours
2. This is a copy cat business, so if you bring them to another person/story, they will bring their people to you
3. The more stories a new person hears, the more layers of conviction they will gain, and the faster they will get started
4. They trust you, but usually you are very familiar to them, and they need another perspective
5. You may be new to Advocare, and don't know enough to answer all their questions, BUT even if you are a veteran you STILL need to run your business by bringing your prospect to a team member (whether it's your mentor or not) because again, they will duplicate you, and EVERYONE needs more than just one verbal story.
6. Your mentor has more stories, more experience, and more PASSION for what Advocare can do in a person's life, plus they know how to ask the right questions to properly place the new person on the right products or [help them have a vision for how Advocare can help them achieve any financial goals they may have.](#)

#### HOW TO DO THE 3WAY CALL

1. If you call the prospect WITH your 3rd party person say, "Hi Jim, this is Lisa, Hey listen, I have my friend Scott on the phone, because he's had incredible results using the products (has earned incredible income with the opportunity), and we're going to customize you, so you get the best results, this is a team effort". [This works whether your purpose for the 3way call is to share the products or to share the products and opportunity. During all 3way calls, the opportunity will be mentioned.](#)
2. If you are on the phone with your prospect and you want to 3way in your 3rd party person say, "I'm so excited you're getting started on the products (or I'm so excited you want to learn more about the business), my friend Scott has so much experience using the products (has earned incredible income with the opportunity). Hold on while I get him on the phone with

us because this is a team effort". People truly appreciate being taken care of which is what the new person will feel as you use this system.

**KEY:** If you ask them if they want to talk to a person they don't know, they will NOT WANT TO, but remember that they are new and just like in parenting (we know what's best for our children even if they may not), WE know what's best for the brand new person so must overcome our fear, and act on that truth. We want them to GET results and if they self prescribe; they may give up too soon or blame the products. People may think they don't need the cleanse, may say they are not a "shake person" etc... and the more experienced person can help the NEW person see value where none may be perceived.

**3. KEEP IN MIND THAT YOUR PROSPECT has ALREADY SPOKEN WITH YOU so now it's time for the 3rd party person to talk while you get to listen. THIS IS KEY: RESIST THE TEMPTATION TO TALK ALONGSIDE THE 3rd party person for several reasons.**

**A.** Your goal is to allow your mentor or 3rd party person to share their story and ask questions that will guide the new person towards results

**B.** You don't want your prospect to feel like TWO people are talking AT them

**C.** It will show the new person how to share Advocare with others, by connecting them to the team or vine

**D.** You get to listen in and learn while getting on the job training

**E.** Your mentor will have an opportunity to begin by edifying you to your prospect

**WHAT CAN YOU DO DURING THE 3WAY CALL: THIS IS VERY IMPORTANT**

1. Have a notepad or piece of paper handy to take notes **BUT ALSO TO WRITE DOWN the questions OR comments you MAY BE TEMPTED TO INTERJECT.** This will keep you from giving in to the temptation to talk alongside the person you've introduced your prospect too.

2. **THIS ONE IS HARD FOR SOME PEOPLE.** You may have a hard time remaining quiet, but if you follow these guidelines, you will see results.

**SLOW DOWN TO SPEED UP**

Remember that each 3way call may be a bit different due to each person being different. Advocare is about relationships so we must allow the 3rd party person to ask a few upfront questions to get to know the person's needs so they can customize a program that's right for them.

Please keep in mind that if you follow this method, you will have success, and if you try to do Advocare on your own, your prospects will share Advocare (usually incorrectly) on there own and the business more than likely won't flourish!

In Pursuit of Your Success,  
Carlton & Lisa