3-WAY CALLS

FORTUNE IS DEFINITELY IN THE FOLLOW UP! Thankfully, our follow up system works for EVERY type of exposure to LegalShield, marketing tools, events, zooms, videos, etc. So learn it once and off you go to climb the ladder of success! This ONE activity separates the growing teams from the no growth teams.

Remember we sort, we don't sell! This makes it VERY easy to follow up on a lot of people quickly. So here is the follow up system.

1. After you get information to a contact, you will call them or see them to follow up.

Ask them if they reviewed the information, or attended the seminar, etc.

2a. If they say no, respond with "No problem, I know you are busy. So when is a time you can watch the video for sure?

Never suggest a time. Wait for their answer. It's a stronger commitment when THEY determine their schedule and state when they will review it. Most of the time, they will give you a specific time. In the rare occasions they may answer with something vague like "I'll try to get around to it." If they are vague, tell them very politely, "I don't want to waste your time or mine so can you tell me a time when you will have listened to it for sure?"

"Great - so when I call you this Thursday afternoon, you will have watched it for sure, right?"

3a. If they say yes, they did, then your next question should be: **"What did you like the best about that?"**

4. Listen to their answer. They are telling you their 'hot button'! Typical responses are "I could have used that service before," or "I like the money part."

5. Next you say, "Great! I couldn't agree with you more! My next step is to introduce you to my business partner. Now they only have a minute or two. They really know all the facts, and they sure know how to make money with this business, and you'll like them - they are so down to earth and they love helping people."

Or if they responded to your "What did you like the most" question with a question, like "Can you really make much money with this?" - then you'll say, "That's a great question. My next step…." (same)

6. Then 3-way in one of your support team. Introduce them to each other, and it's nice to edify each one (saying something nice about each of them). Refer to your business partner as Mr. or Mrs. as this gives them more respect.

7. Now stay QUIET. Do not interrupt. Your support team will speak briefly with your contact, validate things they reviewed, answer questions, and lead them to their next step. No pressure will be used. We're in the education and sorting business, not convincing.

8. After your business partner / support team gets off the line, you get off too. If you stay on, you'll likely get caught answering questions. So you are too busy to stay on the line. You do have more follow up calls to make, right! :-)

TIPS ON 3-WAY CALLING SUCCESS

1. Make sure you know how to physically do a 3-way call on your phone.

2. Always pre-arrange with your business partners to be available for your 3-way calls. Once you learn how to do these, you'll find that many associates are happy to be the "expert" for you to receive your 3-way calls. Make sure you DO NOT interrupt your business partner expert.

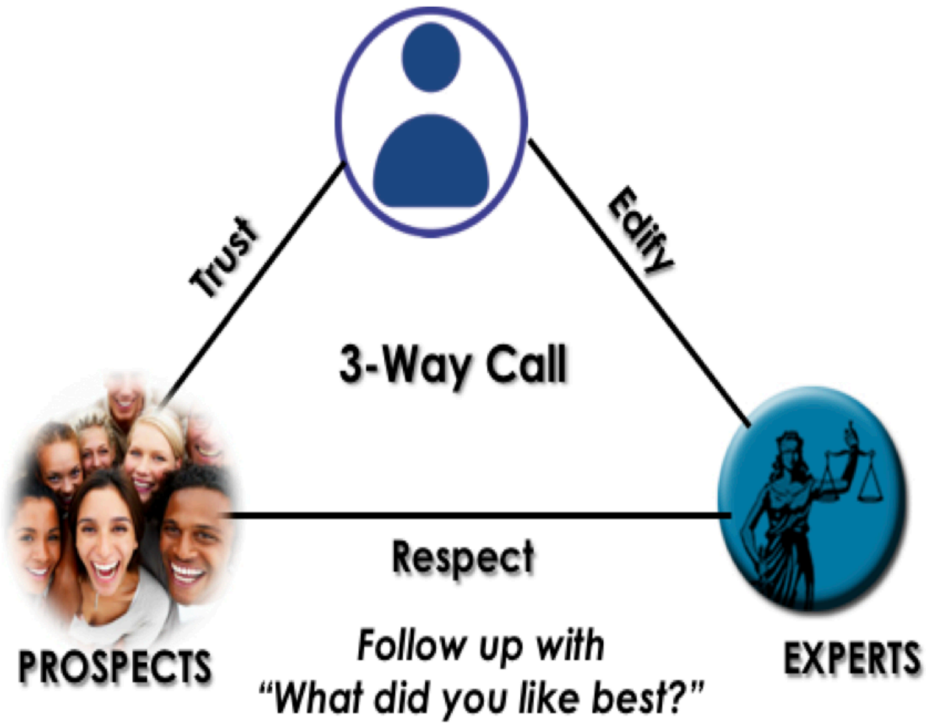
3. Practice this with an associate who can coach you on this.

FORTUNE TRULY IS IN THE FOLLOW UP!

There are TOO many stories of top earners in the company who were introduced to LegalShield by someone who never followed up - only to be recruited by someone later who DID!

TIP FOR THE BUSINESS PARTNER / EXPERT

In your dialogue with the prospect, be sure to include edification for the associate sponsor. You want the prospect to have confidence in the person who is recruiting them.


Trust
Edify
3-Way Call
Respect
PROSPECTS
Follow up with
"What did you like best?"
EXPERTS