

# Three-Way Calls

*Three-way calls* refers to connecting a prospect, customer or new Member with an upline supporter on the phone, while you listen. This is an essential activity for building a successful network marketing organization—it offers duplication and efficiency—and allows you to “earn as you learn.”



Supporting a new person with a three-way call immediately demonstrates that collaborating together is normal, helpful and enjoyable.

Three-way calls are efficient for these reasons:

- Your upline supporter has the experience to immediately answer most questions effectively and is more likely to achieve positive business results
- While your prospect or new Member is learning the facts, you are learning the best ways to present those facts (including interpersonal and customer service skills)
- When you answer questions on your own, it gives new people the message that they must also be experts before they can reach out to others
- Third parties tend to enjoy more credibility than you will with people you know—especially if you make a positive introduction, emphasizing the upline support person’s accomplishments and positive personal traits
- Avoids risk of discomfort if they decide not to participate—they are not rejecting you
- Constructive team experiences add energy and enthusiasm—these are the lifeblood of our business

Three-way conversations can also be in person. Life Force events provide a particularly rich opportunity for these interactions.

Here are some examples of useful moments to conduct a three-way call or conversation:

- At the conclusion of an Opportunity Presentation
- To **answer questions** or address concerns
- To help **build business or product belief**
- When **placing an order** by phone or online
- Answering **compensation plan** questions
- To **introduce a New Member** to his or her upline

## SET UP YOUR SUPPORT RESOURCES

Ask your sponsor to help you identify who you might use as a three-way call resource. Then obtain permission from everyone you wish to use for this purpose.

Be prepared to share your business goals when you call. Ask your upline support the following questions and write the answers in a place you can readily find:

- When are you available and what are the preferred methods for reaching you?
- What is your biographic information (so I can properly introduce you)?
- What are your areas of expertise and what types of prospects would be a particularly good fit for speaking with you?
- Is there anyone else I should approach as a three-way call resource?

## PRACTICE GOOD CALL ETIQUETTE

Higher rank correlates to larger organizations and increased numbers of downline to support. This does not mean you should hesitate to use these people for three-way calls (they are a wonderful resource). It does mean that you should respect their time, in these ways:

- Use your immediate upline, when practical
- Bring good prospects to these calls (people who are genuinely interested in learning) and your upline support people will be eager to hear from you
- Practice setting up a three-way connection in advance, on the phone you will be using, so you don’t experience any technical difficulties

## Setting Up a Call

Set up the call by letting your person know that:

- Part of our business model is to work in collaboration
- You feel fortunate to work with outstanding people, one of whom is an expert in (the subject at hand) and more capable of providing a useful response
- Briefly mention some relevant autobiographical details about this upline support person

### SPONTANEOUS THREE-WAY CALLS

Mention that these calls are usually scheduled as a business appointment, but that you will be happy to see if you can reach [name of the support person]. Ask your new person for permission to put her or him on hold, call your upline support, then conference everyone together.

If you do not reach your upline support person quickly, stop trying, return to your original call and set up an appointment.

### SCHEDULED THREE-WAY CALLS

- Ask your new person for two times that work for her or him within the next 24-48 hours. Check your records to verify that these times work for the upline support person.
- Ask for a commitment to call you immediately if a last minute conflict occurs. Repeat and confirm the two appointment options. Communicate clearly that you value the upline support's time.
- Briefly review the subject matter or question that is the reason for the call and write it down.
- Exchange and verify contact information, phone numbers, email addresses, and the preferred method for rapid communication.
- Email, text or call to make an appointment request with the upline support person (using his or her preferred communication method). Include your notes on the subject of the call.

If the upline support is unavailable during the requested times, 1) Find out when she or he is available or 2) Find an alternative upline support person who is free.

- In either case, get back to your person immediately with the confirmed schedule or new options.

### MAKE INTRODUCTIONS

Think about your introductions in advance. You may wish to jot down your thoughts. Do not wing it.

- Briefly introduce your new person—note a couple of experiences and qualities that you admire or respect
- Briefly introduce your upline support—mention key relevant points from your notes on their bio

### SPECIFIC + BRIEF = HIGH IMPACT

For example, rather than going on at length about how amazing and wonderful, kind, generous and brilliant this person is, pick a specific example of something you admire or appreciate. For example:

*Sally has been my best friend since we were kids. She runs a successful gourmet catering business while raising three wonderful children.*

*Michael is an economist and philanthropist, and is one of the top income-producers in Life Force. He helped design the LFI Compensation Plan and has been instrumental to our success.*

### TRANSITION TO UPLINE SUPPORT

- Thank your upline support person for making the time for this call
- Briefly restate the question or issue

Now that you are a couple of minutes into the call, let your upline support person manage the conversation from here. Jump in when invited to do so. Take notes on content and style points that you particularly appreciate.

### COMPLETE THE CALL

As with any call, ask the person what they would like to do next. For example, *Are you ready to get started with the business or would you like to try the products first?* Complete the call by defining the next action steps and the date and time these will occur.

### FOLLOW-UP

Follow-up with an email summarizing the call, including next action steps and schedule. Attach any relevant tools.



## PRODUCT INFORMATION

### Product Call

① (512) 597-6217 PIN Code 444777#

#### *Tuesdays*

6:30 PM Pacific      8:30 PM Central  
7:30 PM Mountain    9:30 PM Eastern

Meet Life Force leaders and wellness experts, as you learn about the remarkable features and benefits of the LFI product line. Hear from people who have achieved remarkable results with a wide variety of health issues.

### Product Education

② <http://teamcrown.net/library>

Download a wide variety of highly credible third-party research, articles and validation.

③ <http://teamcrown.net/tools>

Note particularly, the CD by Annie Schellenberg, RN *Maximizing the Life Force Product Line*

④ <http://lifeforce.net/products.php>

Note links to individual products under the PRODUCTS drop down box. When viewing the information on an individual product, note the DOWNLOAD DATA SHEET link in the lower left hand corner of the page.

### Product Promotional Materials

⑤ <http://teamcrown.net/tools>

⑥ <http://lfimembertools.com>

⑦ Depths of the Ocean DVD in *Your Business at Home* Magazine

⑧ *Healing Quest—Sea Vegetables and Aloe Vera* DVD with Olivia Newton-John and Christa Way (takes a few minutes to download)  
<http://lifeforce.net/Healing%20Quest.swf>

## TESTIMONIALS

⑨ <http://teamcrown.net/library>

⑩ [www.LiquidStories.com](http://www.LiquidStories.com)

⑪ [www.hollysdream.com/testimonials](http://www.hollysdream.com/testimonials)

You can search for specific wellness issues and view a host of amazing testimonials from a broad selection of people who have experienced life-changing results.

## BUSINESS SUPPORT

### Business Builder Call

⑫ (512) 597-6217 PIN Code 444777#

#### *Mondays*

6:30 PM Pacific      8:30 PM Central  
7:30 PM Mountain    9:30 PM Eastern

Enjoy this continuing education course and become part of the international Life Force community. Learn valuable skills and take inspiration from top leaders.

## EVENTS

⑬ <http://teamcrown.net/events.php>

⑭ [www.lifeforce.net](http://www.lifeforce.net)  
OPPORTUNITY: Events/Conference Calls

## RECORD KEEPING

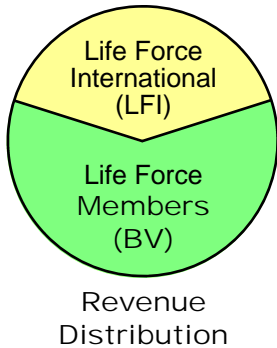
*The Weekly Progress Chart* provides a method for you to keep track of your business. You are likely to find that this is a useful tool for 1) Staying organized and on track, 2) Assessing your results and developing a plan at the end of your first month.

Please retain your records, because at the end of your first thirty days we will invite you to share your results with us (in the form of a voluntary online survey). The purpose of this survey is for us to have the benefit of your experience and feedback in our continuing efforts to improve Life Force outreach tools and systems.

*The Weekly Progress Chart* is item #12 at <http://teamcrown.net/gettingstarted>

## Compensation Basics

**AUTOSHIP** is the discounted price offered for placing a standing order (your product selection is automatically shipped and billed). This can be on a monthly or every-other-month basis. You can cancel or change with five business days notice. All products come with a money-back guarantee (return empty bottles with a copy of the invoice—you pay the freight).



**BUSINESS VOLUME (BV)** is that portion of the product cost on which Member (distributor) commissions are based. The balance goes to the company (LFI). BV is approximately 2/3 of the autoship price. Regular and autoship prices, as well as BV, are shown on the [LFI Price Sheet](#).

### QUALIFYING FOR COMPENSATION

To qualify for maximum compensation benefits, you must have a monthly autoship order of at least 100 BV. While as little as a 25 BV monthly autoship order will qualify you for compensation, anyone building a business will want to qualify for maximum income.

### FAST START BONUS

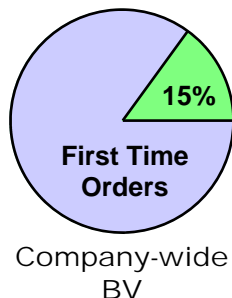
Compensation for all first time orders is paid on a different basis than subsequent orders.

You earn 55% of the BV value of the first order of any new Member or Customer you enroll.

For example, you are the enrollment sponsor for Fred, who purchases *LFI 145—8 Quarts Body Balance* (the BV for this item is 104).  $104 \text{ BV} \times 55\% = \$57.20$ .

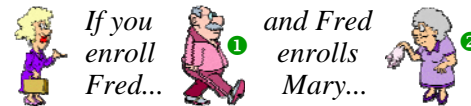
If you enroll four people at this level of consumption, you will earn \$228.80 ( $4 \times \$57.20$ ).

### ACHIEVERS CLUB BONUS



Each month 15% of the total BV of first time orders for the entire company is dedicated to the Achievers Club Bonus. This is divided monthly among those who have enrolled at least 750 in new BV that month. This bonus averages \$250 and can be much more.

### LEVELS



Fred is on your first level. Mary is on your second level.

### ADVANCEMENT BONUS

This bonus rewards you for achieving a new rank and holding it for one to three months. For those who achieve the next consecutive rank quickly, this bonus doubles (through Platinum). Ask your sponsor for details. The Advancement Bonus for the top rank, Royal Crown Diamond, is \$100,000!

Rank (through Platinum) is determined by the total BV on your first six levels.

Rank	Total BV on first six levels	Bonus amount	<u>Double bonus amount</u>
Bronze	1,000 BV	<b>\$100</b>	<b>\$200</b>
Silver	2,500 BV	<b>\$250</b>	<b>\$500</b>
Gold	6,000 BV	<b>\$600</b>	<b>\$1200</b>
Platinum	10,000 BV	<b>\$1000</b>	<b>\$2000</b>

### RESIDUAL INCOME

This is where ongoing income begins to be generated and where the LFI Compensation Plan is truly special. Assuming you are qualified for maximum compensation benefits (ordering at least 100 BV on autoship), here is what you can expect on the first three levels, starting with the second month of any order (after the Fast Start Bonus is paid).

The large percentage on the second level is an important factor in the success of our collaborative support model and superior customer service.

Level	BV Paid	
	<b>LFI</b>	Typical Plan
One	5%	5-7%
Two	<b>40%</b>	5-7%
Three	10%	5-7%
Four	2-14%	2-5%

Couple this with the remarkably high percentage that LFI pays to its Members (see following page), and you can see why this plan will get you into substantial residual income faster than any other plan we have seen.

# Compensation Examples

The percentage of revenues that any company pays to its distributors is somewhat variable, depending on which bonuses are being qualified for at any given time. On average, Life Force International pays its Members (you and me) the following percentage of its gross revenues:

**57%**

This is 50% more than the industry average of 38%.

Here are actual figures for eight of the top publically traded direct sales companies:

#1—34%	#3—39%	#5—43%	#7—36%
#2—43%	#4—45%	#6—44%	#8—37%

## HOW THIS CAN WORK

*Imagine you enroll the following people:*

- Four Customers at 75 BV/month
- Four Members at 100 BV/month (these are your business partners—people who are interested getting outstanding products for free and building a business)

### Level One

4 Customers @ 75 BV = 300 BV  
4 Members @ 100 BV = 400 BV  
700 BV x 5% = **\$35**

*Assume your four Members each do what you did:*

### Level Two

16 Customers @ 75 BV = 1200 BV  
16 Members @ 100 BV = 1600 BV  
2800 BV x 40% = **\$1120**

*Assume only half this rate of duplication occurs on the next level:*

### Level Three

32 Customers @ 75 BV = 2400 BV (Customers)  
32 Members @ 100 BV = 3200 BV (Members)  
5600 BV x 10% = **\$560**

**Total residual (monthly) income = \$1715**

*There are no guarantees of income. Examples are hypothetical and are for illustration purposes only. Individual incomes will vary.*



## ETHICAL GRASSROOTS FREE ENTERPRISE

What You Should Know About MLM Before You Join, by best-selling author John Counsel, says this about compressed compensation plans (like the Life Force plan), which dramatically tilts compensation towards new people, to promote the likelihood of their success:

*The compressed compensation plan... takes network marketing to where it should be, as the fairest, most equitable, most ethical and most intelligent form of free enterprise.*

## HOW YOU CAN EARN \$1000 IN 30 DAYS

Life Force is the only compensation plan we know of in the network marketing industry that will allow you to earn \$1 in commission for every 1 BV you sponsor in your first month! This is an unprecedented payout for the brand new member.

Assume you enroll 10 new people in your first calendar month, and each of those new Members (or Customers) purchases 100 BV. Your volume would be 1000 BV for this month. Here's how that would pay you \$1000:

- 1000 BV x 55% Fast Start Bonus = **\$550**
- Double Bronze Rank Advancement Bonus = **\$200**
- Qualification for Achievers Club (average) = **\$250**

Total BV = 1000      **Total income = \$1000**

Ask your upline support person for assistance and start inviting the folks on your list to review an Opportunity Presentation.

**Do you know anyone who could use an extra \$1000 this month?**

Complete official details of the  
Life Force International Compensation Plan:

<http://lifeforce.net/comp-plan.php>

# Prospect List Memory Jogger

Although there are many possible avenues for building your business, the people you already know are predictably your best resource for developing results quickly. As a Life Force member, we will train you how to approach these people without embarrassment or the risk of awkwardness.

If you are convinced you are a recluse who doesn't know anyone, definitely do this exercise! According to studies, the average 40-year-old in America knows 2500 people on a first name basis.

Eventually you will want to compile a list of all the people you know (at least 200). Have a note pad, computer or PDA at hand as the names start to pop into your mind. Don't worry about the phone numbers or addresses. You can get them later.

## Consider the following:

- Who do you care about that you would like to see experience optimal wellness?
- Who do you know that makes wellness a priority in their own and in their family's lives?
- Who do you know that currently purchases health supplements?
- Who do you know that is physically active?
- Who do you know that would like to have more energy?
- Who do you know that lives a stressful life?

## Who do you know who...

- Shows genuine concern for other people
- Does personal counseling (church leaders, doctors, lawyers, etc.)
- Is in clubs and various group organizations
- Deals with the public (firefighters, mail carriers, city officials, etc.)
- Is in a management, supervisory, consultant or trainer capacity
- Is ambitious, assertive and "on the go"
- Has children just starting junior high, high school or college
- Holds a responsible position that is causing stress/pressure on her/him
- The FedEx or UPS person who delivers your Body Balance
- Relies on his/her ideas for livelihood (author, designer, advertiser, etc.)
- Has never been able to get started or has failed in business
- Is going to college, business or trade school or has just graduated
- Was recently married or is "starting over"
- Is looking for a job, changing jobs, or seems to change jobs often
- Is unable to advance in his/her present job
- You see at the gym, is into sports, fitness
- Is concerned about her/his health
- Is concerned about his/her weight
- Parents of your children's friends

- Is in a teaching position in a school/business
- Has children with special talents that should be developed
- Wants to set a good example for his/her children
- Wants to spend more time with his/her family
- Has just started selling or is an experienced direct sales person
- You see at the coffee shop
- Is looking for more out of life
- People always seem to like
- Wants to have more freedom
- Does your home repairs
- Is active in the church
- Is active in civic affairs
- Is considered a leader
- Owns his/her own business
- Is considering a new profession
- Needs greater energy
- Takes care of your car
- Has international connections
- Is on your Christmas card list
- You take your cleaning to
- Is from your old neighborhood
- Knows everyone in town
- Is in a competitive sport
- Appraised your home
- Works with you now
- Has high cholesterol
- You play sports with
- Is a professional
- You respect
- Does your hair
- Runs a spa
- Studies martial arts
- Has joint problems
- Exudes credibility
- Is elected to office
- Attracts leaders

**Your relatives...**

- Parents
- Grandparents
- Sisters
- Brothers
- Aunts
- Uncles
- Children
- Step-relations
- Cousins
- In-laws

**Is your...**

- Dentist
- Minister
- Florist
- Insurance Agent
- Accountant
- Physician
- Financial Advisor
- Lawyer
- Pharmacist
- Veterinarian
- Optometrist
- Paper delivery person (adult)

**Sold you your...**

- House
- Car/tires
- TV/stereo
- Fishing license
- Clothes
- Furniture
- Motorcycle
- Boat
- Insurance
- Shoes
- Carpets
- Bicycles
- Camper
- Sports equipment
- Wedding rings
- Vacuum cleaner
- Lawnmower
- Business cards
- Avon products
- Air conditioner

- Glasses
- Contact lenses
- Luggage
- Kitchen appliances
- Tupperware
- Computer
- Vitamins

**Who is a...**

- Nurse or teacher
- Computer programmer
- Business machine salesperson
- Soft drink distributor
- Air traffic controller
- Interior decorator
- Office manager
- Swimming instructor
- Grocery store owner
- Cement finisher
- Horse trainer
- Dental hygienist
- Insurance adjuster
- Warehouse manager
- Moving van operator
- Rent-a-car representative
- TV announcer/producer
- Physical therapist
- Motel owner/manager
- Highway patrol officer
- Baseball player
- Furniture dealer
- Show repairman
- Academic lecturer
- Professional athlete
- Research technician

**Do you know someone who...**

- Is your neighbor
- Is in your car pool
- Installed your telephone
- Owns a service business
- Cuts your grass (adult)
- Painted your house
- Manages a salon
- Is a deacon in your church
- Does your income tax
- Plays bridge with you
- Was your military buddy

- Is your barber/hairdresser
- Is president of the PTA
- Teaches your children at school
- Was in your college fraternity/sorority
- Was your high school teacher/principal
- Is your child's kindergarten teacher
- Was your best man/bridesmaid/usher
- Was the photographer at your wedding
- Is the purchasing agent where you work
- Is your babysitter's parents
- Goes hunting/fishing with you
- Is the architect who drew your house plans
- Goes bowling with you
- Are the people you met camping
- Owns an apartment
- Is in Rotary/Lions/Kiwanis with you
- Is Jaycee or other service club president
- Delivers parcel post packages
- Painted your house/hung your wallpaper
- Works with a pest exterminator company
- Credit manager of the store where you shop
- Repaired your TV
- Upholstered your couch
- Are people you knew in your old jobs
- Went with you to the races
- Is in your garden or book club
- Owns a pet shop where you bought your pet
- Installed your refrigerator
- Renewed your driver's license
- Sells you gasoline and services your car
- Gave you a speeding/parking ticket

**Consider the following...**

- Who do you know who is concerned about how they are going to fund their retirement years or is in debt?
- Who do you know who is frustrated having to work long hours with little control over their own time?
- Who do you know who would like to make part-time income?
- Who do you know who has health problems and who've tried every medical angle with little or no success?
- Who do you know who likes to help other people feel better or lose weight?