



VERBIAGE: 3-way Call Contacting Business Prospects

There are several steps that are very effective for attracting quality people to your team:

- First is sharing your business story to intrigue them
- Ask them if they are open or would like to learn more about our Virtual Franchise to see if it is a fit
- Share a Virtual Franchise exposure (a live event, a webinar, “Embrace, Share & Inspire” online...)
- Ask... “Have you ever thought about doing something like this?” “Does this sound like something you would enjoy?” “Have you ever considered a home based business?” or something to take their temperature and see if they are with you and like the idea.

One of the most powerful exposures you can share is a 3-way connection call with your upline. Any time during this process works great, but especially if you feel your prospect is on the fence or unsure about taking the next step. Connection calls can seem magical as your upline is able to connect with that prospect, ask the right questions to find out their situation, share their story and offer a bigger vision, reassure and give confidence that the prospect can be successful too by following a tried and proven system.

Your job is to invite your prospect on the call, “Julie, I would love for you to meet my friend/business partner/mentor, Sue, on the phone because...” If you can find a connection it sets the call up so easily!

- She has built a successful business around her full time job/ very busy family schedule...
- Is also a nurse, a teacher, in the medical profession, loves kids...
- She has been a great inspiration to me and I would love for you to hear what she has done
- I think you would really enjoy hearing her story

Here is some potential verbiage for a call with a business prospect, Julie, who is a mom:

- “Hi Julie, it is so nice to meet you on the phone. Laura has told me some great things about you. I know you are someone she really admires/ respects/ likes... When I asked her who she would love to work with she thought of you because...”
- “I have no idea if our business is something that will appeal to you or not, but we thought we would share it with you to see if its a fit.”
- “I’d love to hear a little bit about you and your situation, and then I’ll tell you about me and what we’re doing. May I ask you a couple of questions?” or casually mention that Laura shared a little about...
 - Children? How many, what ages?
 - Tell me about your job...do you like what you are currently doing? Is there something you would change if you could?
 - What season of life are they in? young mom, retired, working...
 - If you could... (eliminate the traffic commute, go to part time, stay home with your kids, eliminate your car payment, bring in extra income...), is that something you would be interested in hearing about?”
- “I’ll tell you a little bit about myself and my experience with our company”
- Tell your own Juice Plus business story. I share a longer version than my normal business story and weave more in about our company for the prospect. Try to relate your story to this person’s circumstance. If you can show how our business could fill their need through your story it is very powerful.

- Such and such was your situation
 - I came across this company and was excited to share JP with others because... (share a few things, align your own values with the company's values, why was it a fit for you?)
 - I got started just to...(make a little extra income, replace a career, be able to hire a cleaner, put my kids in private school, make a car payment, to help people with health...)
 - Discovered an amazing company and leadership
They have a 43 year success track record and they value the health and well being of people...I fell in love with it and the community of people, it fit my values
 - Since then I've been able to ... (share what your business has done for you and your family)
 - love the fact/idea that ... (I can educate people on health, get to work with awesome people, not dependent on the whims of the economy, this is so positive and growing, have flexibility to work around a busy schedule...share what you love, are proud or grateful for!)
 - We're having a lot of fun!
 - This could be a fit for you... We're in a really important time right now, we have a very important mission/moral responsibility and we're looking for people who would like to be a part of that.
- Tie a bow around it and hopefully relate back to their situation, because that is what is important to them!
 - A lot of women are in a similar situation with a lot of stress with... (trying to create a living and are looking for ways to eliminate that stress.) Help them work out their situation.
 - What are your desires for yourself or your family?
 - What would that look like?
 - What are your options to create that?
 - If you were able to... would that be something you'd like to find out more about?
 - IMAGINE...if you were able to...how would your life be different?
 - Schedule a next step exposure: "It's important that we see if this is a good fit for you. If it doesn't fit, that's okay. Its an option that really makes sense to me and I hope it's a good fit for you!"
 - Live VF Presentation
 - "Embrace, Share, Inspire" DVD or on www.juiceplusvirtualfranchise.com
 - VF webinar
 - Lunch or coffee to go through the VF brochure together
 - An upcoming Healthy Living or Virtual Franchise event
 - Show the marketing plan and how we make money
 - Build the image and credibility of the person I am doing the call for, sharing their strengths and success. They are in good hands!