

Connect Calling Guide

LEGACY MAKERS TEAM

Connect Calling is an Important tool in our Toolbox & Learning this Skill Is Important.

What is a connect call?

A connect call (or conference call) is when a Brand Ambassador brings their guest on the line with you (the sponsor) to hear more about your story and the company story.

Why are connect calls important?

These calls provide third-party validation, and social-proof (allows guests to see what's possible by hearing other success stories). For new Brand Ambassadors, the calls are invaluable as it allows them to get off to a fast start (simply learning the art of inviting-inviting to a presentation or call) and following up with a 3 way call (where their sponsor can help them answer questions, objections, and close).

This allows new Brand Ambassadors to leverage the experience of the sponsor and let's the new Brand Ambassador get off to a fast start while they're still learning/perfecting the story, this helps them develop their language, skill, and knowledge base. It also allows the new Brand Ambassadors to learn how to answer questions and handle objections. Not to mention, these calls foster quick duplication in your organization. Leaders use these calls too, as it allows their prospect to hear different perspectives and provides further validation of the opportunity.

When to use Connect calls?

We recommend that you invite a prospect to a Connect call with your sponsor, or an up-line leader AFTER they've expressed some interest (they've listened in to an opportunity call, attended an event online or offline, or reviewed material sent via your App and are open to learning more). Your sponsor will ask your prospect, What do you like about THREE so far?

How to do a Connect call

Google "how to do add more than one call on an iPhone" or whatever phone you have. Practice dialing in 2 other people before you do your actual call. Or simply book a Call from our team website www.rlegacymakers.com or by using the link below on page 2 of this pdf.

Scheduling the Connect call

When a prospect expresses interest after hearing more from you, or from a call, meeting or event or tool, scheduling a 3-way call with your sponsor or up-line afterward is very powerful.

If you are new, simply say: "I want to share more, but I'm new and just getting started. Can I introduce you to my business partner in a practice zoom/call to share more with you?"

This way, you'll get all of your questions answered, and this will help me to learn more as well!" (Edify your sponsor and share their success story.)

If you're not new you can say: "I have access to a top leader in the company and I'd love to introduce them to you. It always makes sense for good people to meet. You'd enjoy hearing their story and I think you guys would get along well. Can I make a quick introduction?"

EDIFY-VERY IMPORTANT TIP: Edify your sponsor and share their success story to provide further validation of the opportunity, and what's possible. When you Edify, you establish your leader as a credible source and give meaning to WHY your guest should be open to listening to them.

When they agree, schedule the time with your sponsor, or up-line. If your sponsor is New too or you cannot get a hold of them. Please use our Calendly link to schedule a time with us. <https://calendly.com/georgeandadrianneruiz/30-min-connect-call>

•📱 George Ruiz: Bio for 3 way call: Multi-Millionaire, former Realtor, Wellness expert, 30 years Full time in Network Marketing & Network Marketing Legend featured in many publications.

•📱 Adrienne Carbonell-Ruiz: Bio for 3 way call: Multi-Millionaire in Network Marketing, Certified Personal Trainer, Wellness Expert, Mom of Twins & been featured In many publications.

How to Do a 3 Way/Connect Call

(**BP**= Brand Partner bringing guest to the call **S**= Sponsor sharing **G**= Guest or Prospect)

BP: Hi Adrienne, this is Kris. I have my friend Phil on the line.

S: Hi Phil!

BP: Phil is an incredible businessman and is very well networked in the metro Detroit area. I told him our business is rapidly expanding there, and I wanted to introduce him to you. Phil—this is my business partner Adrienne who is going to share more with you about our business that's expanding in your area. Adrienne's a great leader who will be able to share with you her perspective, and answer any questions you have today.

S: Hi Phil! Great to talk to you today. I'm thrilled to share more with you. Kris told me great things about you before the call so I feel like I know you. Before I get started I'd love to hear what intrigues you most about our opportunity?

G: Guest shares

S: Thank you for sharing. I'd like to take a few minutes to share our business with you and how and why I got started. Afterwards I'd love to hear what questions you have and let you guide the conversation from there. Does that sound ok to you Phil?

(Sponsor shares their packaged success story-their background, how they were introduced to the company, why they decided to join, what the company is doing for them.)

Weave in your company story-and more importantly share the benefits that the prospect would have in joining-what it can mean to them, and why they'd be a great fit.

How to Do a Connect Call - 15 minute Script For a call/zoom Contd.

S: "With that, we'd love to pass the call back over to you and ask any questions you have about the products or how you would get started in the business." I then answer questions, and handle objections. At the end of the conversation I like to ask them: "Based on what I've shared today, what intrigues or excites you the most?"

S: "Do you have a personal interest in learning more about the opportunity or products?" If they don't have interest say, "Do you know anyone who would be interested?"

If they are interested in the Product: "If you have a few minutes, we can make a proper product recommendation for you now, and help you in getting your order processed now!"

If they are interested in getting started in the Business: "Getting started is quick and easy. Do you have a few minutes so we can walk you through the enrollment now?" If they are interested but need more information: "We are going to send you some links to review now. More Knowledge is never a disadvantage. Please write down your questions, and we will revisit tomorrow. Let's schedule the follow-up call now."

If they are Not interested at all: Thank them for their time! Say; "If your situation ever changes, I want to be the first phone call that you make." Add them to the team newsletter list and our Team Facebook Groups for monthly follow up, and so they become a part of your "audience," watching what you do over time.

Again, ask for referrals. Say: "I do believe all good business is referral business and candidly, I'd appreciate any referrals." If you replace every "no" with a referral your contact list will never run dry!

Follow Up with them from time to time, letting them know what's new and exciting in your company, and see if the time is right to revisit. The fortune is in the follow-up The fortune is in the follow up!

After talking to anyone, no matter what the response, send them a follow up Voice Message thanking them for their time, along with links to our business, products, success stories and my website, should they know someone who may be interested, or in case they have interest down the road.

You'll always need to be talking to people to keep your business building. The best way to master the skill is by talking to people every day. As you do this, your skill set increases, and so do your set of odds. Practice helps you to rock your presenting skills!

2 Per Day & 10 in Play

To be in business earning an income in network marketing it's best to follow the 2 per day & 10 in play rule. It means that you're calling 2 prospects per day and you have 10 more names that you're sending links to and inviting and scheduling a 3 way call with. Let's Do this!!!