

## Max Force 1 – Suggested 3 Way Call Script

1. When the prospect answers, you say hello, identify yourself, and then “is this a good time to talk for 3-4 minutes?” If they say “no,” schedule a better time and do NOT introduce the 3<sup>rd</sup> party.
2. If they say “yes,” immediately say “great - - because I just happened to catch [3<sup>rd</sup> party], who is one of the *most successful people on the Max team* that helps me build my business, and I asked [3<sup>rd</sup> party’s first name] *if he/she would do us a favor by saying hi real quick.*”
3. With no silence in the conversation, the 3<sup>rd</sup> Party cuts in and says - - “Hi [prospect’s first name], *I don’t have much time* but [you] said you were *really sharp* and are taking a peek at Max. I have *no idea if it will be for you or not*, but I just wanted to give you my name and number in case you have any questions while you’re looking, and if you decide to join us I’m one of the people Max will pay to help you succeed. **Do you have a pen and paper?**” **(always end with a question).**
  - o If they say they need to get a pen and paper, just say “great, just tell me when you’re ready.”
4. 3<sup>rd</sup> Party gives their name and phone number. When the 3<sup>rd</sup> party senses that the prospect is about to finish writing, they say “and oh by the way - - - give about a 2-3 minute version of your story (*this story is the most important part of the call*) - - - and then try to end with a question like “pretty wild, huh?” [if possible, also add another SHORT story or two of successful associates with backgrounds similar to the prospect’s]
5. Briefly plug the next event that you’re trying to get the prospect to. Ideally, ask the prospect if they will be able to attend, especially if the 3<sup>rd</sup> party will be there and can meet them.
6. Say “good bye and I look forward to possibly working with you.”
7. **The primary objectives to the call are:**
  - i. Expose the prospect to the 3<sup>rd</sup> party’s story
  - ii. Get them to the next step in the process
  - iii. Bump their interest level up
  - iv. Promote the next event (this may be synonymous with ii. above)
  - v. Unconsciously program the prospect to use 3 ways after they join
8. If things don’t go well for some reason, the absolute overriding goal before getting off the call is to keep the prospect in the process!! Be tenacious - - do not let the call end by them saying they are not interested in looking further. Always try to get them to agree to “keep checking it out further.”