

● PURPOSE and VALUE OF EDIFICATION ●

- **"Edification"** is the act of speaking or writing highly of someone ~ building up his or her credibility. Everyone has some exceptional qualities ~ a reason why they should be treated and listened to with respect. **"Edifying"** is the honest and sincere process of making those qualities clear to someone new.

- Imagine someone introducing your new financial planner to you as "This is Bob . . . give him all your money". Doesn't exactly inspire confidence. On the other hand ~ "This is my trusted Financial Adviser, Bob Smith, whose insight and experience have given me 20% returns every year for the past 5 years." This might make you feel a bit more receptive. The difference between the two introductions is called **"Edifying"**.

- **Edifying** is simply explaining to someone in a few sentences why they should trust a third party you are about to introduce to them. It should communicate quickly, simply and sincerely why you consider that third party to be an authority ~ and why what they have to say is both important and believable.

- A great benefit of **edifying** someone is that it elevates you by association.

For example ~ If in a 3-way call ~ you say to your prospect the following:

"Doug ~ I'd like you to meet Carole Taylor. Carole has been in Network Marketing for 30 years and really understands what makes an opportunity exceptional. Carole is the #1 Income Earner in Canada for Isagenix®. She is one of 3 people who became an Isagenix® Millionaire in only 2 years and has built MANY successful Teams. She is my Team Leader and I feel she is the best person to explain why Isagenix® might be a good fit for you. Carole, this is Doug. Doug is a sincere person with amazing people skills, very motivated, super-credible ~ and very interested in starting his own home-based business." I think Doug will be a valuable asset to our Team.

You have now explained to Doug why Carole is on the phone with you, what her qualifications are and why he should listen to what she has to say. At the same time, you have made Doug's exceptional qualities clear to Carole, and boosted your own status by your association with both of them.

- It is very important to **"edify"** the person doing the 3-Way Call with your prospect ~ and also to **"edify"** the prospect to the person you have chosen to be your "expert" on the 3-way call. This brings credibility to both people ~ and prepares the way for a very effective call.

● GUIDELINE . . . FOR SUCCESSFUL 3-WAY CALLS ●

THE MAGIC OF THIRD PARTY VALIDATION

Third Party Validation is perhaps the most important part of your Network Marketing business. It's a subtle yet powerful element of business. Psychologists call this element social-proof. What it means is that people are more likely to do something if other people are doing it too ~ and they are often more impressed when they hear the same enthusiasm expressed about your product, business, service, etc. echoed by a third party. The more testimonials your contacts hear ~ the more likely they are going to say "yes". It's this characteristic of the 3-way call that makes it a perfect, duplicatable activity for success. Use it often and your business will grow faster than on your own.

BENEFITS OF 3-WAY CALLING

When done correctly ~ 3-way calls can be one of the most important tools we have to build our Isagenix® business. 3-way calls develop your language skills and knowledge. You will learn more in a REAL call, than in training. They also effectively use your time. You don't have to wait to build your business until you feel you know it all. Your Sponsor (or upline partner) can help you get started right away. They are the one with knowledge and experience ~ listen to them on the call and you will soon know what to say too. 3-way calls respect your contact's time ~ whether with another person ~ a pre-recorded message ~ or LIVE Conference Call ~ because they hear a clear, professional message that helps them make an informed decision.

GUIDELINES

1. Subscribe to 3-Way Calling on your phone system.
2. Pre-qualify your contact re their interest ~ Product ~ Business ~ or Both. That way, your third party expert whom you have chosen for the 3-way will know where to focus energy.
3. Be sure to **Edify** your third party expert ~ and your contact. See document on **Edification**.
4. Before doing 3-way calls ~ get a brief Bio on your expert and contact.
5. Set an appointment for the 3-way call. Start with your expert re timing. Give a small description of your contact.
6. The day of the appointment ~ call your upline (expert) telling him / her that you will call him / her in a minute.
7. Call your contact. After connecting ~ tell him or her that you will be calling your partner (it's much better than saying upline).
8. Call your partner (expert).
9. Intro your expert. Make sure you **edify** him / her ~ and then your contact.
10. Now let your expert (partner) talk to begin the relationship journey with your contact.