

3-WAY MESSENGER

# RECRUITING

# SCRIPTS

Melvin Crawley



Rejection Free Enrollment Scripts  
Using 3-Way Messenger Chats  
with Your Upline

# Rejection Free Enrollment Scripts

Using 3-Way Chats

I'm sure you heard this statement before...

“Time is Money and Life’s Most Previous Commodity”

Well, I know this to be 100% accurate and I'm sure you will agree.

Here's how I know...

My name is Melvin Crawley

.

And I'm a busy

“multipreneur” running 3

businesses from the

comfort of my home...

...all while being a family  
man .



Sometimes, I'm even trying to keep my days straight. If you are a busy “multi-tasking” parent, you know exactly what I'm talking about. We must make the most of our time. And running all over the place, having 1-on-1 meetings at coffee shops, doing luncheons and meetups, is not always going to be the best way to meet people with the limited hours we have.

When I started in Network Marketing 10 years ago, I didn't hunt down my hot market or even my warm market...

**I went to straight to the cold market first, both online and offline.**

Some people might ask why?

My answer is simple, I was ready to build a BIG business and I knew I wouldn't do that with my sweet aunt Mary.

(No offense, aunt Mary!)

Yes, eventually many of my friends and family joined once they realized what I was doing, however...

They came to me, not the other way around.

Fast forward 10 years later...

**I've created a hefty, multiple 6-figure income and recruited and sponsored 50% of my downline through Facebook.**

I started utilizing this platform as a strategy to make connections and engage with more people from the comfort of my own home.

It allowed me to tap into a more global audience in less time.



I didn't utilize Facebook to sell. Instead, I went there to network, make connections, and go through other people's networks all while building relationships and boosting my friends list.

I created a TON of curiosity. Which encouraged people to reach out to me and ask what I was doing!

And I also found prospects by actively prospecting and inviting people to learn more about my products or opportunity.

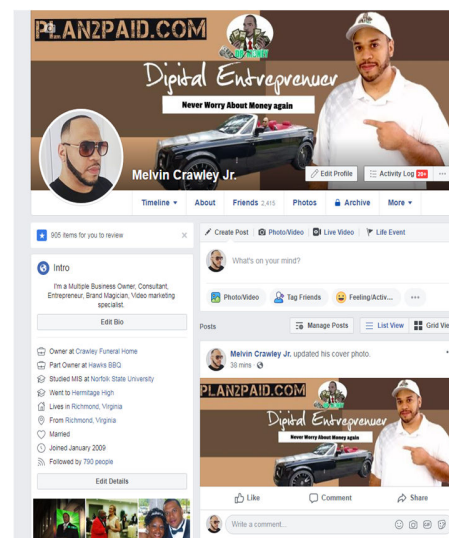
It was the Social Media "1-2 Punch" - Passive Attraction & Active Prospecting!

Either way, having people raise their hands with my social media recruiting strategies, (more on this later), wasn't an issue.

But how do I convert them?

What do I say to them?

Should I send them a link?



## **Yay! Someone Is Interested! Now What!?**

Traditionally, once someone has expressed an interested in your opportunity, this is when you'd either be:

a) Presenting the opportunity to them yourself

OR

b) Setting up & hopping a 3-way call with your upline.

Here's what's challenging about these 2 options...

First, Option a), has disaster written all over it, if you are not yet skilled at presenting, which takes time to master.

And even if they like your presentation and are interested in the opportunity, they will be thinking to themselves:

"Am I going to be asked to do presentations like these? I don't think I can do this. I'm not a sales person. Ahhhhh!" If they start thinking that, you've just lost them. (Even if they are smiling politely and seem engaged, they are still thinking it!)

If they perceive complexity and difficulty in how you build, they won't join or even if they join, they won't do much.

How you share the business to your prospect should be so simple and easy, that your prospect should be able to see themselves doing what you are doing. And that's traditionally what made Option b) 3-way calls at one point in time, so effective. It didn't require you to know everything about your opportunity or be a master sales person!

Your job was to setup a 3-way call with your upline and show up.

That's it! Your upline was there to help you!

However, even traditional 3-way calls have some HUGE disadvantages, which up until recently, you just had to accept.

And in today fast moving world, 3-ways are fast becoming a very inconvenient, inefficient and time consuming activity when compared to a simpler, more elegant and far more effective option available today, thanks to our friends at Facebook...

## Are You Using FB Messenger Yet?

Using 3 Way Messenger Chats instead of the phone has literally changed how Network Marketers conduct business and it's AMAZING!!!

Let me fill you in:

I remember getting started almost 10 years ago in this business and everything was done through 3 way calls. I dreaded them because I ended up on the phone for HOURS!!

I remember at times locking myself in the closet or hiding from my son so I could listen in on the conversation without being interrupted.

Here are a few things that I felt made three way calling process ineffective and annoying.

**FIRST:** Becoming a Secretary! You must stop everything to organize and coordinate times between all parties. This can become an absolute nightmare. It's a pretty painful process and one that takes time, especially if you have multiple calls happening.

**SECOND:** The Awkward Pause!

You stop and think, "WAIT... How am I going to introduce my potential prospect and why would I have another person on the phone with me to do this call? I didn't even tell them I was having this complete stranger on the call with us when we scheduled." Yes, this can be awkward.

**THIRD: The Rambler!**

How about having that upline or team member absolutely ramble on and over talk your prospect out of buying or joining you. Let's face it, unless they're an absolute ROCKSTAR, most people drop the ball on these calls and you lose out.

**FOURTH: The Ditch!**

What about your prospect NOT answering the phone when you scheduled the time to talk & no shows with your upline there?

It's not fun and this is where you start to feel like you are chasing people down.

**Why 3 Way FB Messenger?**

Facebook Messenger has over 1 billion daily users, it's already online, social, constantly improving, and is way more popular than texting. It can help make the process much easier for all involved and eliminate the need for the three-way calling dilemma.

This process is simple, non-intrusive and everyone gets to respond on their own time. There is no more playing secretary. You can ditch the phone for now, stop hiding from your kids, and use this tool to help leverage your time.

Please understand that Messenger doesn't replace your personal touch, it just speeds up the process tremendously. And because

your prospect still gets to hear your voice and excitement, it's still very effective!

This is working like gangbusters for me and I'm having a 100% response rate. That's correct, every prospect responds to me and my expert inside of the messenger chat.

Welcome to the new age! It's brilliant!

### **3 Way Messenger Basics**

When you download the FB Messenger Application, take some time to learn how to use the voice recording.

Make sure your upline or team Member will also be using their voice messenger as well.

Simply, hold down the red button as you speak and when you are done, simply release and the message will send.

There is no time to edit your recording so be sure your background is clear of all distracting noises. Speak slowly and clearly and be brief! You have 1 minute per message.

TIP:

You can have as many people as you want inside a Messenger Thread. However, I don't recommend overloading your new prospect with too many people.

### **3 Way Messenger First Steps to Follow**

As with any sales process, always start out by pre-qualifying your contact, regarding their interest: Product ~ Business ~ or Both.

That way, your third party expert whom you have chosen for the 3-way message will know where to focus their energy.

Before you send the message for the introduction, get a brief bio on both your expert and your contact. This allows you to give an excellent introduction.

It helps your expert also somewhat tailor their approach and the content of their conversation.

### **How To Properly Introduce Your Expert**

Make sure you edify him / her ~ and then also edify your contact. After you do this, wait until your expert responds.

In a separate private message, you can give your expert a heads up that you will be needing them to respond to a message with your potential prospect.

Your expert (partner) should respond to the message with a warm welcome. They should give a short backstory of the benefits your company provides, as well as, letting them know they are there to help answer any questions they have.

As a few minutes go by... they can also respond again with asking them a question. (SEE Example on next page)

After you go through the introductions, you both make your prospect feel supported and guide them to the tools, you then can invite them to a call or video chat to answer any concerns if needed.

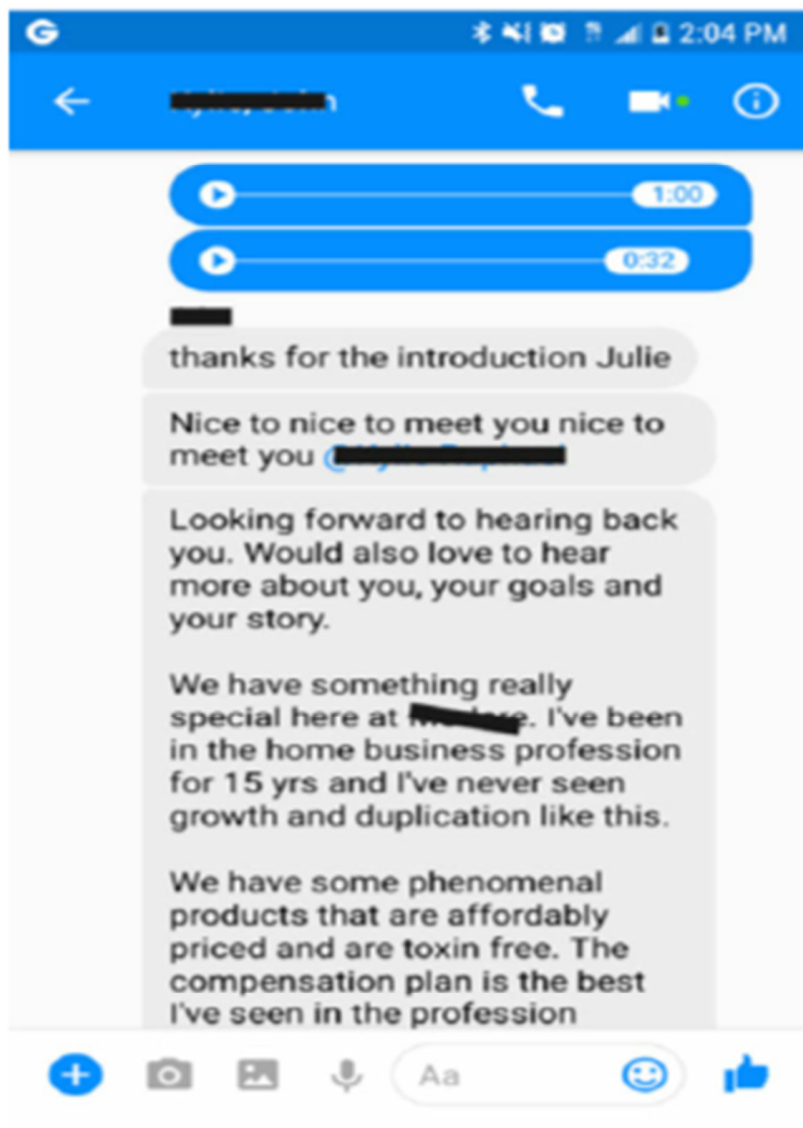
TIP: Write out your introduction in advance and practice saying it before you send your recorded introduction!

A great introduction can make an amazing first impression!



BE SURE YOU FOLLOW THE STEPS BELOW

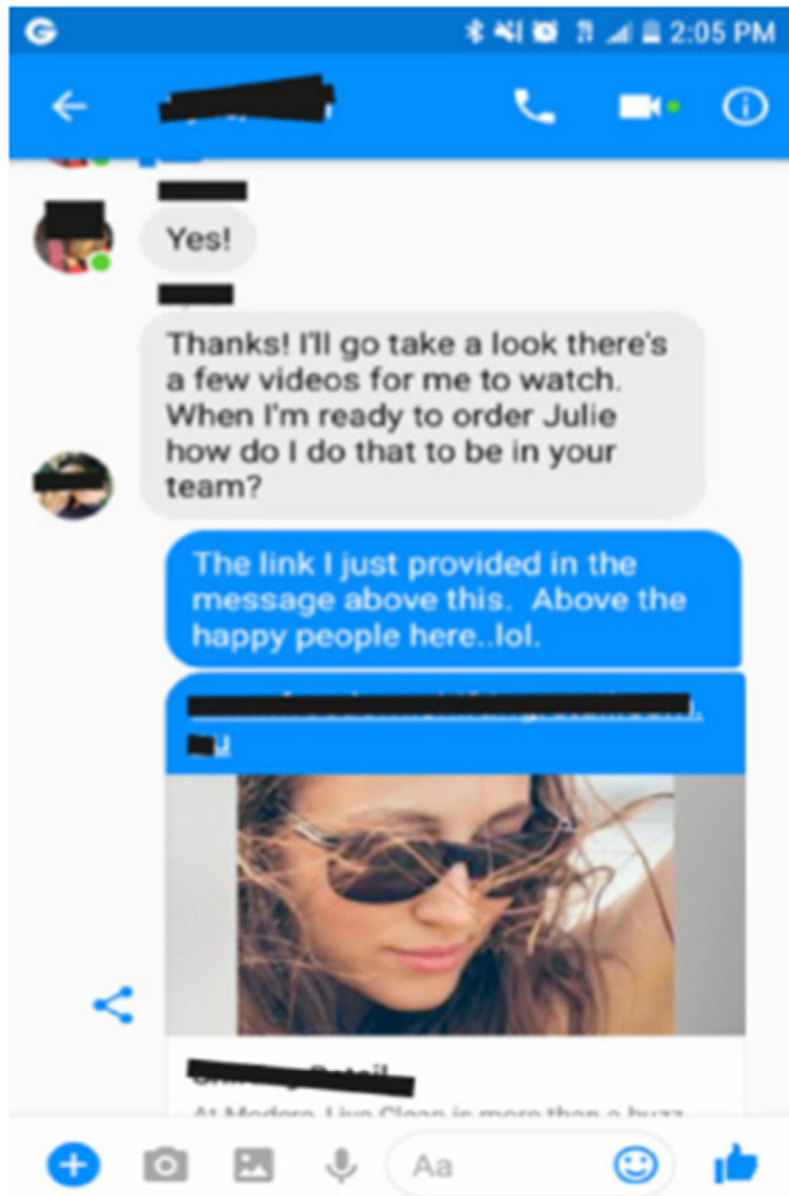
## 1.) Introduction and Edification via Voice Messenger



## 2.) Expert Continues Conversation with Prospect



### 3.) Send Prospect Link to Website

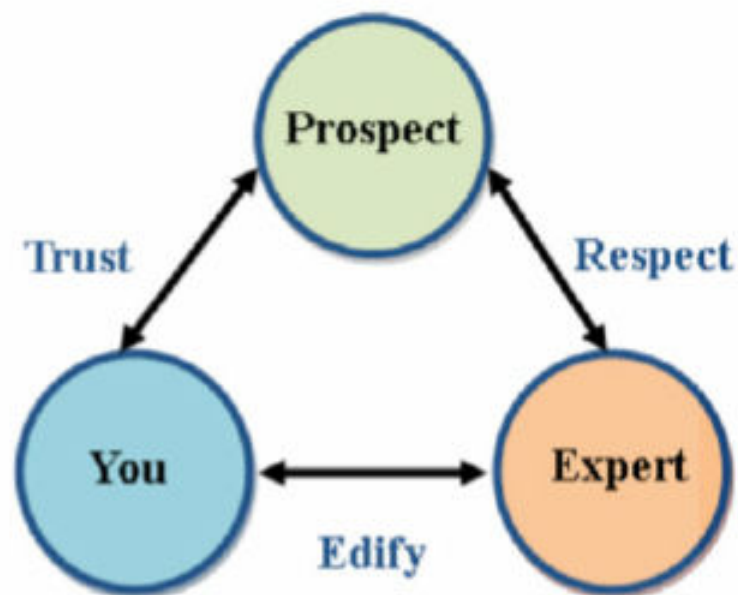


## How To Properly Introduce Your Expert

The sole purpose of the 3-way chat is to start the relationship process with this person. It's NOT to back them into a sale.

Remember to always be authentic through this process.

NOTE: The ENTIRE process of the introduction should take no longer than 1 minute for you. Can you see how effective this is to help get your time back? Just be sure that you use the proper techniques when you edify your guest and your prospect/contact.



### **Q&A: Edification & Why Is It Important?**

“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.

You always want to make sure that you know the stories of those on your team who can do a FB Chat with you. It’s important to also match up the right team member with the right prospect.

It is very important to edify the all parties involved to begin taking those steps towards building the relationship and trust.

It will also bring credibility to both people and prepares the way for a much faster enrollment rate. It’s always good to find similarity between the two.

### **Matching Your Expert to Your Prospect**

If you’re in a health and wellness company, and your prospect is someone that is interested in losing weight and getting in shape, I wouldn’t match them up with someone who is a fitness competitor or triathlete.

Instead, you want to match this person up with someone who has

faced the same struggles and pain of losing weight. It's more of a connection to the prospect looking to lose the weight to relate to someone who has been there and over- came the same pain point. Make sense?

If you DO NOT have this "ideal" expert, no worries. Just make sure the expert you do use knows to share a success story that is similar for what they are looking to achieve.

Remember, find the pain and offer the solution.

### **Scenario #1 – Wrong Way to Edify**

Imagine if someone introduces your new business partner like this...

"Hey Sue, I want you to meet my business partner John. Now let's get you going and open your account so we can continue to grow this team. You want to get in now before the rest of these people get in, right John?"

Hold the phone... really?

Gag me please!!! I can't stand that line. It has such a negative effect.

"Get in now while this is hot." Who are we kidding?

This is how some marketers speak and I feel it's a major "no, no."  
It creates an unnecessary sense of urgency with no edification or

pretext. There's no trust or confidence built!

Let me ask you, would you feel taken care of or that you were in good hands?

I'm thinking not so much.

### **Scenario #2 – Right Way to Edify**

This is a way you can properly edify both your expert and your prospect.

“Hey Sue, This is my trusted Business Partner, John Smith, whose insight and experience with this company and these products have given me my life back on every level. Not only have I released those pesky 20lbs., but I've also been able to pay off my child's school tuition in advance. Whatever you're looking for, we're here to help you.”

Does that feel better?

This might make your prospect feel a bit more receptive to your message.

This is what is called “Edifying” your credible expert.

Edifying is simply explaining to someone in a few sentences why they should trust the 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 important and believable.

### More Examples

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

#### How to Edify Your Expert:

“Lisa ~ I’d like you to meet Sue Smith. Sue has been in network marketing for 7 years and really understands what makes this opportunity exceptional. Sue is a top income earner with our company. She has built MANY successful teams of 6- and 7-figure income earners. She has mentored me and I feel she is the best person to explain why this opportunity might be a good fit for you.”

#### How to Edify your Prospect:

“Sue, this is Lisa. Lisa is a stay-at home mom and is very motivated to drive extra income into her household by starting her own home-based business. I feel that Lisa will be a valuable asset to our team and is excited to learn more.”

You have now explained to Lisa why Sue was added to the chat, what her qualifications are, and why she should listen to what she has to say.

At the same time, you have made Lisa’s exceptional qualities clear to Sue and have helped them recognize common ground,

which in this is case is they both wish to have a successful home based business.

To wrap this up, here is the flow that leads to enrollment.

You have a prospect

- ✓ Tell them you are adding them to a FB Message with an expert to help answer questions.
- ✓ Introduction and tell prospect what video to watch (don't overload them here)
- ✓ Give time for both parties to respond first
- ✓ Go back in and ask your prospect what they liked best about what they learned in video
- ✓ Have your expert piggy-back and ask them if they have
- ✓ questions. This helps to further conversation.
- ✓ Prospect responds & based off response – you do ONE of

**THREE things:**

1. Send your website link for them to enroll.
2. You go into objection handling or answering questions through messenger with help from your expert.
3. You jump on a quick call or video chat if there are major concerns (this rarely ever happens)

I hope you start using this amazing app to your benefit and for your teams benefit. This can be duplicated over and over, plus it's fun to have more time freedom, am I right?

We are NOT meant to be on this journey alone... And we truly  
want to see you succeed... And you CAN!

Let's reach your goals so you can take  
your business and life to the next  
level and make an impact in others!