

How to Make Your Conference Call and Webinar Events a Successful Prospecting and Educational Tool

Be ready

1. Make sure you have all events, including conference calls, in your calendar. Know the nature of each call scheduled (opportunity versus training or business versus product). During any time that you are talking with an existing customer or prospect, you can invite them onto a call.
2. Make sure you have the conference call phone number and access code available. Be clear about how to access the call via your computer or phone.
3. The best way to ensure that a guest will be on the call is to three-way them in. If they are at your house or meeting place, you can use a speakerphone (be sure you know how to mute to eliminate background noise). The best way to ensure that your guest will attend *any* event is to meet them in advance and bring them. If the event is a conference call or webinar, call them, then three-way them in.
4. If you can't three-way, then make sure they have all of the conference call information including date, time, call-in number, and access code. Reconfirm their attendance prior to the call so you can introduce them.

Prepare your guests

1. Make sure the content of the call addresses the needs and issues of your guest.
2. Assure your guest that it is not a requirement that they talk on the call. In fact, it is best that they withhold their questions for your post-call conversation (especially if it is a health condition-related question). However, they should feel free to ask a question. Having a third party answer the question lends credibility to teamwork.

Know the protocol logistics

1. Create a supportive professional atmosphere.
2. When your prospect comes on the call, introduce them as your guest.
3. Know how to mute yourself (#6 to mute and then #6 to un-mute).
4. Know how to three-way a prospect onto a conference call.

Create an informative and compliant call

1. Send questions in advance. This helps the speakers/moderators to prepare a thorough compliant response.
2. Ask questions that will empower the listeners. Any questions concerning issues you personally have should be directed to Customer Service, not asked on the call. For example, ask a question that will help your guest move closer to a decision when answered.
3. When given the opportunity to ask a question on a subject that has not been addressed, please ask the question.
4. Comments should be withheld unless they are empowering to the audience and the speaker/topic at hand. Respect the request for questions versus comments.
5. Questions that come up during a call should be asked in a compliant nature. Use the following example as a guide:

Incorrect question: How can I use this product if I have "xyz" condition?

Compliant question: What is the best recommendation we can give someone who has a medically diagnosed condition? The answer to this question is actually listed in our

FAQs. It does not ask about a specific condition, and the answer lends itself to training the listener (IBA or customer) to a compliant approach to a very common question.