

Monday Opportunity Call Host Guidelines

- Find a quiet spot. Use a landline, if possible.
- Start the call on time. Be prompt. It is unprofessional to start late.
- You should be on the call 3-4 minutes early. Then set the right tone and eliminate chit-chat (unprofessional!) while people are dialing in by announcing product specials, upcoming calls, etc. You may interrupt a few times to ask, "Anyone else want to check in?" Greet them and then continue on with the announcements. PLEASE AVOID PERSONAL CHIT-CHAT! This makes new listeners feel very uncomfortable and "out of the loop". Let callers know they can press *6 to mute background noise and static. (They can press *6 again to release the "mute" feature and talk.)
- Stick to the script. It guides you through a successful call. You can certainly tweak it some with your own thoughts, but keep it "on task" and as tight as possible.
- Line up your stories ahead of time: 3 product, 3 business. (They can be the same people). Try to include both women and men. Split the call: products first, business second. Work with your speakers to keep their stories to 1-2 minutes each MAXIMUM.
- Make sure your guest speakers have the call-in information for the speaker line. Remind them that IF they dial in and it is "busy", tell them to hang up and try again. (If it comes time to ask for their story and they are NOT there, move on.) Speakers may be asked a question later on, so encourage them to stay until the end of the call.
- NO MEDICAL CLAIMS! Before the call, make sure speakers understand that they cannot say our products "cured" a medical condition, or that they no longer take medication since they started using our supplements.
- Be enthusiastic, positive, and upbeat! Attitude can be conveyed over the phone.
- When opening up the call at the end, ask for QUESTIONS for the host and guest speakers (or a comment that adds to the content). There is no need to say unnecessary things like "Call me later tonight, Helen."
- ENVISION A BRAND NEW PERSON LISTENING TO THIS CALL FOR THE VERY FIRST TIME. This person wants to hear about Body Wise, not the weather in New Jersey.