



# Begin the Process of Hosting Your Own Team Conference Calls

The conference call is simply a phone call with three or more people in attendance. It is a great way for more than 3 people in different geographical locations to have a conversation. As a business owner you are always looking for ways to keep expenses at a minimum, the conference call allows leaders to stay in touch with a number of people at once, provide training and education on matters pertaining to product/business and facilitate question and answer sessions. You are able to choose a service that fits your current needs, from those that are free to services that cost a little money, but provide more options during and after the call. Another, not often thought about benefit, is using the service as a 3-way call to mentor your new builders through the sharing process with their prospects.

In the beginning you may only have 1-2 people on the call with you and that is ok! The important thing is to make sure that your calls are consistent both in reliability and content. The better the content of your call, meeting your team members needs, the faster the word will spread among the team and the more people you will start to see on your calls. As always your mentor/enroller should be able to advise you on and get you started down the right path for your team calls. However, just in case here are some tips to having successful conference calls.

## 1 PREPARE AND BE ORGANIZED

Having question/answer time and allowing for spontaneous interaction is a good thing but if you do not have some resemblance of a plan or order to the call, it will quickly turn into a free for all. Prepare ahead of time the subjects you need to cover and approximate time each one should be allotted. Practice getting on your conference call service and learn what all of the features are and where they are located with a couple dry runs before your first call.

## 2 BE ON TIME

Respect the time of everyone who has dedicated to be on the call by starting and ending on time. In fact, show up early, just another part of being prepared. Technology can be fickle at times and it usually happens when you are pressed for time and running late.

## 3 BE AWARE OF YOUR SURROUNDINGS

One of the most irritating things during a conference call is a bunch of background noise, making it impossible to hear the speaker. Many of you have been on a call where you know someone has put the phone on speaker and you would swear the phone is right next to the sink they are doing dishes in. You must get be ok with asking, in this case, whoever is doing dishes to please turn their phone to mute so the rest of the group can hear. However, it is not always the participants who are making the noise, you must also be aware of your surroundings. I you choose to do a conference call from the outdoor patio of a coffee shop (because in this business we can) every time a motorcycle goes by, it will sound to your participants like you are in the middle Sturgis during August.

## 4 YOU HAVE PREPARED AN AGENDA, STICK TO IT

It doesn't matter who you are...Star, Silver or Royal Crown Diamond, there will always be someone on the call that likes to hear themselves talk and they will try their best to hijack your call. For many this will be the hardest tip to follow, but trust that once you are able to take control of the call your participants will thank you. People are busy and taking time out of their day to listen to what you have to say. If your content is all over the place and not pertinent to what they need/expect to hear, your participation numbers will drop off.

## 5 CHEER PARTICIPATION

When you have someone who has built up the courage to participate or engage in the call, make a big deal about it. The more participation you have the better your calls will be. When people are involved it is much more difficult to get lost in their own daydreams or things they need to do tomorrow. The feedback and participation can bring forth invaluable information to you as a leader if you are listening.

## 6 NOTES

Your attendees are most likely taking notes, so there is no good reason you shouldn't be too. The fact is, you think your memory will suffice after the call to write down anything you need to. It won't! Keep track of who is participating, who you need to contact personally after the call, items you need to follow-on, ideas for future calls and the list goes on. The rule of thumb is, if it pops into your head write it down.

## 7 RECORD THE CALL

Recording the call serves many functions. It gives you material to review if you missed writing it down (shame on you), allows for those who couldn't make it to listen later and serves as a way to keep track of what information has been discussed on your calls.

## 8 KEEP IT SHORT

One of the biggest mistakes is thinking conference calls must be an hour or more to provide decent content. Most people these days have a very short attention span and if your calls drag on and on, you will begin to lose participation. Conversely, if a particular call has an extremely high rate of engagement and the content is important, recognize the need for another option. If this happens and the scheduled stop time is upon you, take the time to stop the conversation, acknowledge the time and excuse those who need to leave reminding them the call will be available to listen at a later date.

## CONFERENCE CALL OPTIONS



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