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Three Way Calls



Golfing with the king of three way calls, Lance Dean.

I learned this from Lance Dean (Co-founder of 2GIG and great friend) amazingly few people use this great tool; I use it 5-25 times a day! Thank you Apple and AT&T! I taught my friend Mark O'Keefe how to do it! So a client called and asked me a question, but I didn't know the answer. Years ago I would have hung up, called the folks who might have the answers, perhaps would have left a message with a receptionist or on voicemail and waited for a call back. When I got the answer, I would have called back the client with the initial question and relayed the information, probably at 80% as good as the person who gave me the answer. But more times than not the client would have had a follow-up question or two and I would have had to start the process all over. All this took time and you learned less than in an interactive conversation. Scratch all that.

In three way calls, (sometimes four-way) you get the person with the question and the people with the answers. Everyone wins! Inquirer gets an accurate and quick answer. The person answering the question feels important, wanted, needed, and receives the joy of helping. I learn information because I'm listening on the call, so hopefully the next time I can answer the question on my own. The bonus is this information exchange took considerably less time than leaving messages, email, text, and multiple returned calls for everyone involved. Added bonus is that the person who called got world-class service. Will they keep buying your goods and services? You bet! You now have more time, to sell, and help more people. On an iPhone, while you are on a call look at lower left corner, there is a "plus" symbol. Hit that and another person then you will see a merge symbol and that combines all three people. I stole this great business idea from Lance Dean and what a heist it was. Use it EVERY day, if not every hour of every day!