

dōTERRA[®]
AUSTRALIA & NEW ZEALAND

Sales

Guide for
Wellness Advocates



The dōTERRA Way

Sharing dōTERRA® products with your circle of influence can help them revolutionise their lives. You have experienced the difference of living the dōTERRA wellness lifestyle and understand the powerful impact it can have. When your primary goal is to help others experience life-changing products, selling feels natural.

The thought of being a “salesperson” can be intimidating. Selling the dōTERRA way is all about serving others by reaching out, listening, building relationships, and genuinely caring about the people in your life. The dōTERRA way redefines sales to mean authenticity, integrity, and compassion by connecting people to the solutions they need.

Use this guide as a workbook to help increase your belief and confidence in your role as a Wellness Advocate by improving your sales skills and understanding the tools and resources available to help you grow a successful business.

“Selling is sharing something you’re passionate about that you know others will love.”

—Hayley Hobson

KNOW WHAT YOU ARE SELLING

When you share dōTERRA® products, you are selling a lifestyle—one of hope, empowerment, and natural solutions. You may be supporting people who want to eat better, exercise more, improve their sleep, lower stress, and eliminate toxic products from their lives. You are not just selling essential oils; you are helping people to achieve their wellbeing goals and live happier and healthier lives.

In order to help others realise the potential of living this wellness lifestyle, you need to be a product of the product. The more you incorporate the products into your lifestyle, the more confident you will be when selling dōTERRA products to others.



KNOW WHY YOU ARE SELLING

Clearly articulating your purpose for sharing dōTERRA is critical in helping you stay focused on the outcome you truly desire. Sharing is less stressful when you do not have to think about what to say in the moment. Use the exercise below to help clarify why you are selling dōTERRA products and wellness solutions.

What are three ways dōTERRA has impacted your life?

1

2

3

What is the difference you can make in other people's lives by sharing dōTERRA® products with them?

Why do you want to offer that change to others?

If somebody asked you why you are sharing dōTERRA® products, how would you respond?

KNOW HOW TO SELL

Following a sales process, or a series of repeatable steps, is critical to succeeding in sales. The dōTERRA Sales Cycle guides you through each step you need to take with new and existing prospects, from introducing essential oils to enrolling them in the dōTERRA wellness lifestyle.

Remember that when relationships are your number one focus, the sale will naturally follow. Keep a service mindset at every stage. You have the opportunity to empower people with dōTERRA products, so listen and seek to understand their needs.



Embrace Sales

YOU HAVE ALWAYS BEEN A SALESPERSON

From the time you were a child, you have been selling with great success. On the playground you created a compelling pitch to convince your friends which game to play. Just yesterday, you may have sold your friends on a good hair salon, new restaurant, or vacation destination because you were passionate about it and couldn't resist sharing. You have been a salesperson your entire life.

“Good sales is all about educating the customer so they are empowered to make the best decision based on their individual needs.”

– Betty Torres

THE PROFESSIONAL SALESPERSON

As a professional salesperson, your job is to create value for people and help them make the decision to move forward or not. Done right, selling will feel natural, fulfilling, and fun. When you have a professional attitude, you create a comfortable experience for your customers and yourself. Your goal is to create a positive experience during each interaction. Much of this depends on the level of knowledge and professionalism you display.

Use the chart below to identify which traits of the professional salesperson you would like to improve in yourself.



AMATEUR

Does not care what is being sold

Creates pressure

Is frustrated by rejections

Leaves people feeling conflicted

Know-it-all attitude

Pessimistic

Has no “Why”

Finds excuses

PROFESSIONAL

Knows and believes in the product

Creates a sharing environment

Builds relationships with people who say “no”

Leaves everyone in a good mood

Coachable

Positive

Has a vision for their life and business

Finds a way

BREAK DOWN MISCONCEPTIONS

The first step to embracing sales is breaking down misconceptions about what it means to be a “salesperson.” There can be negative stereotypes about sales that are holding you back from successfully selling. Use this section of the *Sales Guide* to examine your perceptions of sales and embrace selling the dōTERRA® way.

Think of the last time you had a negative experience with a salesperson. What did they do that you didn't like?

1

2

3

How did you feel? Describe what made it a negative experience for you.

Now that we've explored the negative, let's look at a positive experience. You have likely had wonderful experiences with salespeople who helped you find exactly what you needed. It is important to remember those interactions to understand the impact a professional salesperson can have.

Think of the last time you had a positive experience with a salesperson. What did they do that you liked?

1

2

3

How did you feel? Describe what made it a positive experience for you.

Like a farmer planting seeds, the relationships you build take time and care. Treat every interaction as an important part of nurturing that relationship. The seeds that you sow today will grow strong, and you will harvest wonderful fruit—whether it is watching somebody change their life for the better, seeing your business grow, or having a lifelong friend.



Sales Essentials

LISTEN BEFORE YOU SELL

Successful salespeople understand that listening is a critical part of selling. Do not let the pressure of trying to make a sale distract you from learning about your customer. Remember this is a relationship-building process. Listening enables you to understand the needs of others so you can offer a solution that helps them solve their challenge.

No matter how persuasive you are or how confident you feel about the product, not everyone will be ready to buy right away. Marketing research indicates **most sales happen between the fifth and twelfth contact**,¹ so keep planting seeds and nurturing the relationship. You will often find that allowing a person to say “no” today will result in them saying “yes” in the future. Listen to what your customer is saying and be respectful, whether they are interested in buying a product or not.

The dōTERRA Wellness Pyramid can be helpful to understand a person's perspective and motivations, you may like to use this for recommending dōTERRA products.

Rate yourself in each area (1-10)

| | | |
|-------------|------------------------|--------------------------|
| ↑ CARE | PROACTIVE MEDICAL CARE | <input type="checkbox"/> |
| | SELF CARE | <input type="checkbox"/> |
| | REDUCE TOXIC LOAD | <input type="checkbox"/> |
| | REST & RELAXATION | <input type="checkbox"/> |
| LIFESTYLE ↓ | EXERCISE | <input type="checkbox"/> |
| | EAT RIGHT | <input type="checkbox"/> |

LEAD WITH LISTENING

Consider asking questions to guide their self-evaluation:

“ Looking at your ratings—which areas need the most support?

What is your motivation behind wanting to use dōTERRA products?

Can we create a 90-day wellness plan together?

What would your life be like if you raised your lowest ratings?

”

ESTABLISH DAILY WELLNESS HABITS

Selling dōTERRA® products offers hope by supporting daily wellness habits. There are people searching for exactly what you have to offer, and your job is to connect those people to the products that can support them in improving their lives.

REFLECT

Evaluate your past interactions with salespeople, then answer the following questions.

How do you feel when a salesperson does all the talking?

How do you avoid talking too much so you can find out your customers' needs?

<?> Robert Clay, “Why You Must Follow Up Leads,” accessed January 23, 2019, <https://www.marketingdonut.co.uk/sales/sales-techniques-and-negotiations/why-you-must-follow-up-leads>.



“When you focus on your customer’s needs, your ability to open them up to doTERRA increases. Become masterful at asking great questions. The more you understand them, the easier it is to find the solution that suits their needs.”

–Melody Watts

USE POWERFUL LANGUAGE

| LESS EFFECTIVE | MORE EFFECTIVE | WHY |
|---|---|---|
| <i>“I sell essential oils.”</i> | <i>“I help women become the best versions of themselves by using plant based solutions to support their lifestyle and wellness.”</i> | Many people sell essential oils. You are providing a complete wellness lifestyle. |
| <i>“You don’t have to buy anything.”</i> | <i>“At the end of the class, I’ll show you how to get these oils into your home and help you pick out the best oils for you and your family.”</i> | Introduce the opportunity to buy and leave it at that. |
| <i>“You would really be helping me out if you give me the names of your friends.”</i> | <i>“Who do you know that I should be talking to?”</i> | See if they know anyone who would be as excited to learn about doTERRA as they are. |
| <i>“I know how you feel; others felt the same way.”</i> | <i>“I totally get it. Maria said pretty much the same thing. After understanding how she could use a Home Essentials starter pack, she was excited to get started.”</i> | Address objections by isolating the objection and referencing a third person’s specific experience. |
| <i>“Let’s book an appointment.”</i> | <i>“Let’s set up a time to visit for a few minutes...”</i> | The phrase "book an appointment" can make people feel like they are going to the dentist. You want to schedule a time to visit, as you would with friends and family. |

Fundamentals of Success



Successful Wellness Advocates build key habits within a framework of three main elements: *mindset*—the way you think, *skillset*—the actions you take, and *toolset*—the systems and tools you use. Top-producing salespeople achieve success by focusing on these fundamentals.

Cultivate the Fundamentals of Success yourself and accelerate your business growth. As you establish a positive mindset, professional skillset, and proven toolset, you will see key habits form. Developing these critical habits takes time, so stay with it.

MINDSET

Selling is a mindset and requires confidence—in yourself and the product. At the beginning of this guide you did the exercise “Know Why You Are Selling.” Review this often to remember the difference that you can make in other people’s lives and why you want to offer that change. A positive and confident mindset naturally leads to more successful sales and helps strengthen key habits.

Self-motivation is a key element of correct mindset. Find ways to keep yourself motivated when things get difficult or your confidence has been shaken. For example, call your mentor, review your vision board, or watch an inspirational video—whatever helps. Feelings of discouragement are unavoidable in sales, so it is important to have strategies in place to keep your spirits high and yourself focused when challenges inevitably arise.



KEY MINDSET HABITS

Check off each habit when you have implemented it.

- Accountability**—understand that you are responsible for your success and do not make excuses.
- Coachability**—be open to feedback and take advice from others.
- Vision**—know what you want to accomplish and why.
- Perseverance**—do not take “no” personally, but recognise that building a relationship takes time and most sales happen after multiple contacts.
- Positivity**—express gratitude for quality products, a company you can stand behind, and your team members—no matter their level of engagement.
- Graciousness**—be kind to yourself and others; meet your customers and builders where they are.

SKILLSET

Successful Wellness Advocates have diverse talents and strengths; however, there are important sales skills that they have in common. Becoming successful is, in large part, a process of keeping yourself disciplined. Being in business for yourself requires a high level of self-management. Set goals to stay focused and make a schedule for yourself.

“Action is the
foundational key
to all success.”

–Pablo Picasso

TOP SELLING SKILLS

Top-selling Wellness Advocates have mastered these skills. Use the resources below to increase your knowledge of each skill and practice them until you become confident. Check off the skills you have currently mastered and tally your total at the bottom. When you have implemented them all, go back through to refine and improve.

- Fill out and consistently update the **Success Tracker** (see *Launch* page 7).
- Authentically connect** and build trust. Sales success is related to the number of people you engage with (see *Launch* page 8 and *Train* bottom of page 5).
- Successfully **invite to presentations**. Always keep class dates on your calendar (see *Launch* page 9).
- Teach **compelling classes** (see *Train* pages 10-11)
- Enrol** successfully (see *Launch* page 11).
- Overcome objections** (see *Launch* page 11 and *Train* page 11).
- Book classes from classes** (see *Train* page 12).
- Walk customers through their Wellness Plan and **create a custom plan** for their next three Loyalty Rewards orders (see *Launch* pages 12-13 and *Live* guide).
- Prep hosts** to hold a successful class (See *Share* guide).
- Inspire customers to **build a business** with dōTERRA (see *Train* page 9 and *Build* guide).

Total Skills Mastered

KEY SKILLSET HABITS

Check off each habit when you have implemented it.

- Responsibility**—when you say you will do something, do it.
- Time/Priority Management**—use your time efficiently and schedule PIPES activities every week. Spend the majority of your business hours on IPE activities (Inviting, Presenting, and Enrolling).
- Control the Controllable**—know you cannot control everything, but you are in control of your reactions, schedule, and activity.
- Practice**—continue to hone your sales skills.
- Consistency**—focus your energy on the money-making activities that bring desired results.

Fundamentals of Success

TOOLSET

The most efficient path to success is using a proven system and toolset. dōTERRA® provides the tools you need to effectively introduce essential oils, educate, enroll, engage customers in a wellness lifestyle with natural solutions, and accelerate your business.



EMPOWERED SUCCESS

Written by dōTERRA leaders, the Empowered Success system provides proven methods and resources to successfully sell the products and grow your business. As you learn more about the Empowered Success system, you will find that each of these tools has a purpose. You can utilize the guides to do specific jobs and make it easy to train others to do the same.

Learn more on the Empowered Success webpage at doterra.com/AU/en_AU/empowered-success or doterra.com/NZ/en_NZ/empowered-success.

KEY TOOLSET HABITS

Check off each habit when you have implemented it.

- Discipline**—work hard, be committed to using the tools and systems consistently, and do not reinvent the wheel.
- Systems**—focus on each step of the dōTERRA sales process and implement a system for training others to do the same, such as Empowered Success.
- Preparation**—add key tools to your Loyalty order so you have what you need and don't feel rushed.

The dōTERRA Sales Cycle

The dōTERRA Sales Cycle is a series of repeatable steps; from introducing to enrolling, it acts as your guide as you share the dōTERRA wellness lifestyle.

NINE SIMPLE STEPS

- 1 Connect
- 2 Invite
- 3 Introduce
- 4 Educate
- 5 Close
- 6 Enrol
- 7 Answer Objections
- 8 Gather Referrals
- 9 Follow Up

These steps fit neatly into the PIPES framework you are already familiar with, giving you a clear roadmap and ensuring you do not skip important steps in presenting your message and enrolling new customers. Trust the process to experience success.



IMPLEMENT THE dōTERRA SALES CYCLE

The following pages give you a deep dive of the nine steps in the dōTERRA Sales Cycle.

For each step, you will:

- Learn the definition.
- Read about practical ways to develop the skill.
- Practice sample scripts.
- Rate yourself on how confident you are.

To further develop your sales ability, put skill-building ideas into practice so you can become the polished, professional Wellness Advocate you desire to be.



The dōTERRA Sales Cycle

STEP 1: CONNECT

Build authentic relationships with people everywhere you go. Get their contact information so you can continue building the friendship. dōTERRA is a relationship business. Whether with an existing relationship or someone new, build trust in every interaction. Seek to change lives by sharing what you love—no matter where you are or who you are with.

SKILL BUILDING:

- Smile and refer to people by name.
- Ask questions and listen to discover their interests and needs. Listen more than you talk.
- Make a list of everyone you know who values health, purpose, and freedom. Cultivate relationships with them.
- Be positive. People will be drawn to your positive energy.
- Connection isn't a one-time activity. Continue connecting over time until you find a natural opportunity to introduce dōTERRA® products.

“ SAMPLE SCRIPT
How are you? How's your family?
What's going on in your life? ”



How well do you connect?

Rate yourself from 1-10 on how confident you feel, 10 being very confident.



“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

—Dale Carnegie

STEP 2: INVITE

Reach out to the people on your Names List or Success Tracker and invite them to attend a class or presentation. Great invitations are personalised, passionate, relay value, and show genuine care for the one you are inviting. As you discover what's most important to each person by taking a genuine interest in who they are and building connections about what they are experiencing, your invitation to come to a class will feel natural.

SKILL BUILDING:

- When talking on the phone, stand up, smile, and be enthusiastic, even though the other person cannot see you. This helps you feel confident and they will hear the smile in your voice.
- Your objective at this stage is to contact the people on your list, not make them buy. Do not try to sell products. Sell the class or one-on-one.
- Always have at least two classes or presentations on your calendar for invitees to choose between.
- Stay positive and don't worry about the outcome. People often say no several times before saying yes, so keep building the relationship.
- Some people will say yes, some will say no, and some will go either way depending on how you approach them. Take notes on what works for you.

“ SAMPLE SCRIPT

Hi, how are you? Do you have a second? Great, I have just a second myself. I've been learning about essential oils and they are making a huge difference for me and my family. We use them for everything: from emotional support for the family, some 'self care', personal products to non-toxic cleaning—you name it! I know at your house you have been going through some challenges lately and I thought of you! I am hosting a short health class with an expert teaching about _____ and I'd love for you to be my personal guest. It's at my house Thursday at 7:00, or we can get together for lunch next Monday. What works best for you?

Find more scripts to support the dōTERRA Sales Cycle in the Launch guide.



How well do you invite?

Rate yourself from 1-10 on how confident you feel, 10 being very confident.

“People love to talk about four things: their health, finances, emotional wellbeing, and relationships. As a Wellness Advocate, my job is simple. All I need to do is stop, listen, and build a relationship. It's the easiest job I've ever had.”

–Kacie Vaudrey



The dōTERRA Sales Cycle

STEP 3: INTRODUCE

The Introduce phase in the dōTERRA Sales Cycle is where prospective customers realise they have a need. This creates a buying environment. At the beginning of the presentation, help people identify the gap between their current overall wellness and desired wellness goals. One way to do this is by having them rate themselves on the dōTERRA Wellness Lifestyle Pyramid in the Live guide. Be clear that you are going to show them something that will change their lives and let them know there will be an opportunity to buy at the end of the presentation.

SKILL BUILDING:

- Start with a powerful opening. Connect with attendees and express an intention to serve them.
- Eliminate distractions. Turn off the TV and get everyone in the same room.
- Take control of the room by being prepared, confident, and speaking with enthusiasm.
- Avoid using filler words such as “um,” “uh,” and “you know.”
- Ask what they would like more of in their lives.
- Ask why each attendee came and find out what answers they are looking for so you can cover the most important things for them in your presentation.
- Practice sharing your one-minute dōTERRA story beforehand so it feels natural.



SAMPLE SCRIPT

Welcome everyone, and thank you for having me! I love sharing the power of dōTERRA and what it can do to improve people's lives. Living the dōTERRA lifestyle has changed my life and the lives of so many people around the world. Tonight we are going to explore some essential oils and how you can incorporate them into your daily life and work towards achieving your wellness goals. At the end of the class I'll show you how to get these essential oils into your home and help you pick out what's best for your family. I'm excited that you are here!



How well do you invite?

Rate yourself from 1-10 on how confident you feel, 10 being very confident.



“Focus on creating value for the customer. We are solutions providers. When we offer someone the answer to their problem, that creates value and can result in a sale—over and over again.”

—Sherri Vreeman

STEP 4: EDUCATE

The Educate phase in the dōTERRA Sales Cycle connects the need created in the Introduce phase with the specific dōTERRA® products that will help them. Create opportunities to experience essential oils throughout the class so they can recognise the power themselves. Demonstrate how dōTERRA® products can help achieve their wellness goals and show them how to use them. Remember the first introduction to essential oils can be overwhelming, so keep the presentation simple.

SKILL BUILDING:

- Outline the main benefits of the products and show how they support wellness.
- The goal of the presentation is to enrol customers so they can get started, not to teach people everything about the products.
- Ask questions throughout your presentation.
- Use participants' names during the presentation to personalise the experience.
- Consider recording your presentations to watch later so you can perfect your delivery.
- Pass oils around. Create experiences with the products throughout the class.

PRESENTATION QUESTIONS

“What do you want to feel more of? What do you want to feel less of?”

“What can't you do that you wish you could do?”

“How is this affecting your life?”

“What is your current work-around? And what is it costing you?”

“How is your current approach working for you?”

“If I can show you something that supports how you feel in regards to _____, is easy to use, and is affordable, would you want to explore it?”

“If _____ wasn't an issue, how would that affect you?”



How well do you educate?

Rate yourself from 1-10 on how confident you feel, 10 being very confident.



The dōTERRA Sales Cycle

STEP 5: CLOSE

The Close phase of the dōTERRA Sales Cycle is where you summarise the main points of the presentation, review membership and Starter Pack options, and introduce the option to enrol. Closing is a service you provide to help people make the decision that is best for them. Remind class attendees that with Nature's Solutions Starter Pack they have a range of products using essential oils that can be used daily by their family. Craft a close that feels authentic to you and practice it until you become effective using it.

SKILL BUILDING:

- Remember that closing is something you do *for* someone, and not *to* someone. You are offering them precious gifts of the Earth that can change their life.
- Avoid asking “Do you have any questions?” during your close. This kills momentum. Ask the closing questions outlined below instead.
- Build their confidence that you can guide them to the best Starter Pack for their needs.
- Bring everything back to their top priority. Show them the solution to their challenge and put it into their hands.



SAMPLE SCRIPT #1

If I heard you correctly, it sounds like you are feeling overwhelmed. Let's get some oils into your hands to support you. I recommend starting with the dōTERRA Emotional Aromatherapy® Starter Pack.

SAMPLE SCRIPT #2

Let me ask you a question. Now that you have experienced some of the products and learned more about how they can help, as well as their safety, can you begin to see why so many people have been using them? Ok, that's great. Now here is what everyone likes about the way this works: I'll take orders tonight. Then your products will be delivered in a couple of days so you can start living your total wellness lifestyle.

Flip to the back of the class handout and start filling out the shaded areas on the order form, and I'll come around to answer any questions.



PRACTICE WEAVING IN CLOSING QUESTIONS DURING YOUR PRESENTATION

“Why do you feel your spouse would be excited to get these in your home?”

“If you were certain that you would experience one of your challenges within the next month, and you already had these products in your home, how would you feel?”

“If you had access to safe, cheap and effective wellness options in your home, how would that support your family?”



How well do you close?

Rate yourself from 1-10 on how confident you feel, 10 being very confident.



STEP 6: ENROL

Instruct customers to fill out the shaded areas on the order form so they can get these oils into their home. Walk around the room and offer to answer individual questions. Share what you love about the Starter Pack that you feel is best for them. Connect everything back to their priorities and how this Starter Pack best meets their needs. Point out that purchasing a Starter Pack is important so they have multiple products on hand, not just one or two things.

SKILL BUILDING:

- The confused mind says "no." Avoid showing an excess number of items. Show a few, offer a special, and keep things simple. Consider gifting a free Wild Orange to those who order at the class.
- Enrol most everyone as a Wholesale Customer. Enrol those who want to share or build as a Wellness Advocate.
- Talk positively about more expansive Starter Packs so that they can have multiple oils in their home and enjoy more benefits.
- Focus on the benefits of living the total dōTERRA wellness lifestyle.



SAMPLE SCRIPT

When I enrolled, I started out with a Starter Pack, and that's what I find gives the best value right from the beginning. My family started with the Nature's Solutions Starter Pack. It has many of the most popular products that you need to begin your journey—these are ideal to use for cooking, cleaning and emotional support, whether this be calming and relaxing or invigorating and uplifting, so you can enjoy throughout the day or when you wind down at night.



For more detailed scripts on how to enrol successfully, see page 11 of the Launch guide.



How well do you enrol?

Rate yourself from 1-10 on how confident you feel, 10 being very confident.



The doTERRA Sales Cycle

STEP 7: ANSWER OBJECTIONS

Answering customer objections is an important service you offer during the Sales Cycle. Ask engaging questions and let them share their experiences and concerns. Talk less and listen more. You will overcome objections by discovering what it is they really want and helping them find ways to get it. Ask if they are open to the next step of getting oils in their home.

Use the steps below as a framework for answering objections.

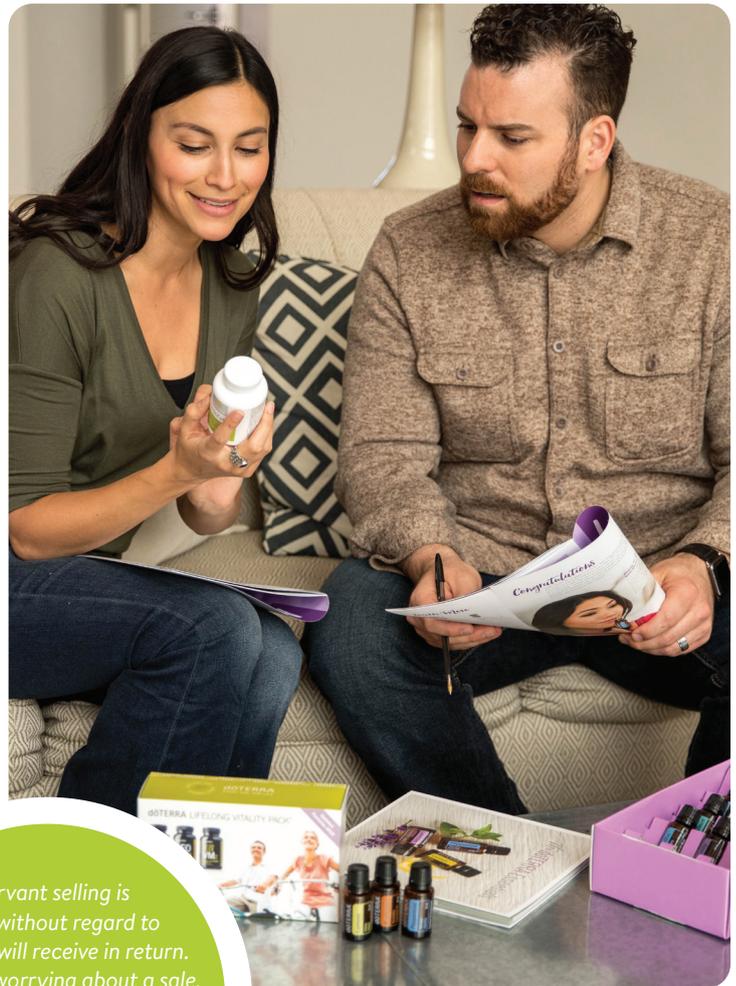
- 1 Acknowledge that their concern is valid.** People have a psychological need to be heard and understood.
"I can understand why that would be a concern for you."
- 2 Summarise the concern in your own words and express empathy.** It is important to understand the problem accurately and observe the emotions behind their words. Make sure you are on the same page and respond to their emotions.
"If I'm hearing you right, you feel like the price of buying a Starter Pack is more than you want to invest right now. Is that right? I totally get it. It's frustrating to be on a tight budget."
- 3 Ask permission to explore options and brainstorm solutions together.** This gives the customer ownership in the conversation and helps them feel invested in finding a solution.
"I think we can come up with a solution that works for you. Can we brainstorm options to figure this out?"
- 4 Reference a third party's experience and explain how they solved the same challenge.** Sharing real stories from real people further validates the customer and reassures them that you have helped others overcome the challenge.
"Last week, Susan had the same concern, so she hosted a class where she invited ten people and earned enough to purchase the Starter Pack she wanted. She was so excited!"
- 5 Issue an invitation.** Capitalise on the momentum you created in the brainstorming session and help them progress in the enrolment process.
"Are you open to inviting your friends over for a class so we can get you the Starter Pack you want?"

Provide friendly and honest answers to what is causing their hesitation. See their shared objections as key insights to make you more effective.



How well do you answer objections?

Rate yourself from 1-10 on how confident you feel, 10 being very confident.



"Servant selling is giving without regard to what you will receive in return. Instead of worrying about a sale, you step into the shoes of the customer and seek to create value for them."

—Neal Anderson

SKILL BUILDING:

- There are several common objections you may encounter when enrolling a customer. Be prepared to address the objections below and practice potential answers so you are confident in your responses.

| COMMON OBJECTIONS | SAMPLE SCRIPTS |
|---|--|
| <p>Why dōTERRA® Oils?</p>  | <p><i>“I understand why that would be a concern for you; it’s confusing to know which brand to buy with so many essential oil companies. Irena had the same concern last week; can I tell you what I shared with her? I explained that dōTERRA is the most tested, most trusted brand in the industry. Ninety-six percent of our oils and blends are exclusive, grown by artisan farmers in ideal locations for maximum quality. She learned more at sourcetoyou.com and was blown away by the dōTERRA difference. You and your family deserve the most pure and effective essential oils. Would you like to experience the difference for yourself by ordering today?”</i></p> |
| <p>Money</p>  | <p><i>“I understand why that would be a concern for you. If I’m hearing you right, you feel like the price of buying a Starter Pack is more than you want to invest right now. Is that right? I think we can come up with a solution that works for you. Would you be open to looking at a couple of options to figure this out? Susan said the same thing a few nights ago, but when she added up what she typically spends on personal care products, she realised she could actually save money by switching to dōTERRA products. Are you willing to repurpose your dollars and replace everyday household items with high quality dōTERRA products?”</i></p> |
| <p>Spouse</p>  | <p><i>“I totally get where you’re coming from. You’re worried that your husband will not support this purchase? I’ve known a lot of people who’ve had this same concern—can I share what’s worked for them? I’ve found when people experience an oil, they become more open. Would you like to take a sample of Ice Blue® home for him to try?”</i></p> |
| <p>Don’t See a Need</p>  | <p><i>“I understand, I didn’t think I had a need for essential oils at first. You mentioned in class you want more energy. A few weeks ago, I talked to Whitney who was looking for the same thing and she tried the dōTERRA Lifelong Vitality Pack®. Why don’t you give it a try, you have nothing to lose. We have a 30-day money-back guarantee on our dōTERRA Lifelong Vitality Pack®. If you don’t experience the benefits, I will help you get your money back?”</i></p> |
| <p>Buying from MLM</p>  | <p><i>“I totally get that; a lot of people feel that way. The thing I love is that dōTERRA is unique in network marketing. In fact, 82 percent of people who buy dōTERRA products are just customers who don’t sell the products. That’s unheard of in direct sales. The reason we have so many customers is because we have the most tested, and trusted products that people can rely on. Are you open to joining the millions of people who are changing their lives with essential oils?”</i></p> |

RECOGNISE OBJECTION TYPES

In developing the capacity to overcome objections, recognise there are two types: true concerns and empty excuses. Recognising the difference helps you know when and how to engage.

| True Concerns | Excuses |
|--|--|
| Are authentic, urgent, detailed | ➤ Are vague, trivial, non-specific |
| May be resolved | ➤ Are a waste of your time |
| Indicate interest | ➤ Indicate indifference |
| Result from a desire to understand | ➤ Result from lack of motivation |
| Show up as obstacles to closing the sale (e.g. price, fears, etc.) | ➤ Show up as justifications for not buying |

You are a messenger of hope. As you focus on serving others and share hope bright enough to spark the fire of action, the worry of objections fades and genuine love and concern grow with your understanding.

The dōTERRA Sales Cycle

STEP 8: GATHER REFERRALS

Leverage the excitement from the class to gather referrals and book future classes with class members. You can expect that people will want to help their friends and family. You may find that people go blank if you just ask, “Who do you know?” Help jog their memory by suggesting categories of people—friends, family, coworkers, etc.

SKILL BUILDING:

- Invite attendees to host a class for their friends. Always keep at least two time slots available on your calendar for them to choose from.
- Offer an incentive for those that book a new class at the event. Use LRP points to purchase inexpensive incentive gifts.
- Avoid using the word “referral.” Ask instead who came to mind during the class that they thought would have enjoyed being there.

SAMPLE SCRIPT

Individual:

“ I really appreciate working with you tonight and I know you’ll love your Starter Pack. I’ve found that many of the people who come to these presentations get about 10 minutes in and think of friends or family members who would have loved to learn what they just did. I like to set up classes for those people you feel missed out. Did anyone come to mind during the class: friends, family, workout partners, people from church?”

Group:

By now, most of you may have had three or four people, or 20, come to mind who would have enjoyed what we covered tonight. If you would like to host your own class, get with me after and we will set something up. But hurry because times are first come, first served.”



How well do you gather referrals?

Rate yourself from 1-10 on how confident you feel, 10 being very confident.



STEP 9: FOLLOW UP

Get a next step on your calendar. Schedule a Lifestyle Overview for every person who enrolls. For those interested in discussing the business opportunity, schedule a Business Overview. Inevitably you will find some people who are not yet ready to enroll. Continue to nurture the relationship. Strong relationships are the most valuable resource in your business.

SKILL BUILDING:

- Schedule a Lifestyle Overview with every customer to review their wellness goals and enroll them in the Loyalty Rewards Program.
- Never leave a class or one-on-one without a time and date for the next step.
- Be pleasantly persistent.



SAMPLE SCRIPT

As I said in the class, the next step is scheduling a Lifestyle Overview so I can teach you how to use your Starter Pack. It only takes about 30 minutes. I have time Wednesday evening at 7:30 or Thursday morning at 11. Which one fits best into your schedule?



How well do you follow up?

Rate yourself from 1-10 on how confident you feel, 10 being very confident.

“People love the Lifestyle Overview because it’s the customer support everyone is hoping for.”

—Rod Richardson



Unlock Your Potential

Throughout this guide, you have learned principles that will help you unlock your potential as a dōTERRA Wellness Advocate. You know that selling the dōTERRA® way means serving others and building relationships. After clarifying why you are selling dōTERRA® products and letting go of misconceptions, you have embraced your identity as a salesperson. You have learned essential skills, identified the fundamentals of success—mindset, skillset, and toolset—and studied the dōTERRA Sales Cycle. Continue applying these sales principles and honing your skills so you can achieve your goals.

TALLY YOUR SALES SCORE

Transfer your scores from the previous pages and tally them in the first column to create a comprehensive review of your current Sales Score. This Sales Score makes your progress quantifiable and allows you to easily identify your strongest and weakest areas.

| SALES SCORE | Revisit Quarterly: | | | |
|-------------------------------|----------------------|----------------------|----------------------|----------------------|
| | Today's Date | Date | Date | Date |
| Top Selling Skills (pg. 9) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Connect (pg. 12) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Invite (pg. 13) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Introduce (pg. 14) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Educate (pg. 15) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Close (pg. 16) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Enrol (pg. 17) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Answer Objections (pg. 18) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Gather Referrals (pg. 20) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Follow Up (pg. 21) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| TOTAL YOUR SALES SCORE | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |



COACH YOUR TEAM

This guide is a great tool for coaching your team and developing their sales ability. Encourage your team members to fill out the guide and record their scores. As you coach them, start by asking what their current Sales Score is and help them improve in the areas where they need help.

PLAN AND TRACK YOUR SUCCESS

Examine your two strongest areas of the Sales Cycle. Analyse what unique skills and talents you use to succeed at those steps, then find ways to use those same talents to improve your two weakest areas. For example, if you feel confident inviting but struggle with closing, deconstruct which strengths you use to invite and see how they can be used to help you close. Create an action plan for increasing your scores below. Consider implementing the skill-building suggestions in this guide, role-playing to gain confidence, or working with an upline leader.

1

Low Score

What specific action will you take to improve this area?

When will you take this action?

How will you know you have improved?

2

Low Score

What specific action will you take to improve this area?

When will you take this action?

How will you know you have improved?

SET SALES GOALS

Now that you know what you are going to work on, set your sales goals.

What is your Organisational Volume (OV) sales goal for the next:

30 days? _____ 90 days? _____ 12 months? _____

How will you celebrate when you achieve your goals?

REVISIT AND REASSESS

Reassess your Sales Score regularly to refocus your efforts on the areas that will benefit most from improvement. As you put in the work and watch your Sales Score rise, you will find excitement in selling the dōTERRA way and enjoy the dividends of building a thriving business.

As you watch others experience growth and change, you will see your dōTERRA business not just in terms of customers and sales, but as a way to make a difference in your community and the world.

“When you share dōTERRA® products you bring *hope* and *wellness* to the people you love, your community, and ultimately the world. Selling the dōTERRA way is about *service*. One drop at a time and one person at a time, we are serving the world with *wellness solutions*.”

-Greg Cook, Executive Founder

