

The dōTERRA Sales Cycle

STEP ③: INTRODUCE

The Introduce phase in the dōTERRA Sales Cycle is where prospective customers realize 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.”
- Sell the solution to their problems, not the products.
- 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 natural options for having more energy, boosting your immune system, improving sleep, reducing anxious feelings, and even how to eliminate toxicity around the home. At the end of the class I’ll show you how to get these solutions 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 introduce?

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