

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 Enroll
- 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.

