

Success with Customers

“No matter your product, ultimately you are in the education business. Your customers need to be constantly educated about the many advantages of doing business with you, trained to use their products more effectively, and taught how to make never-ending improvements in their lives.”

— Robert G. Allen

WHAT TO DO AFTER A CUSTOMER IS ENROLLED

You will retain more customers after their initial purchase when you help them find value in the products and show them the power of living a wellness lifestyle. You can work with your upline to provide your customers and builders with ongoing experiences and education, helping them to grow their confidence in the product and expand their knowledge. Encourage LRP orders as a way to support a wellness lifestyle. Invite them to share what they love and bring guests to any event.

SET CUSTOMERS UP FOR SUCCESS

1 LIFESTYLE OVERVIEW

You should do a Lifestyle Overview with every customer after they order. See *Launch* guide for how-to steps in conducting effective Lifestyle Overviews.

2 CONTINUING EDUCATION

Offer regular (e.g. monthly) educational opportunities on subjects relevant to your prospects and customers. Topics could include:

- Emotional wellbeing
- Back-to-school
- Mother and baby support
- Oils for pets
- Detoxing / cleansing
- Oils & cooking
- Facials and spa care
- Sleep
- Intimacy

3 60-90 DAY FOLLOW-UP

Consider scheduling a second Lifestyle Overview during a customer's 60-90 days to revitalise their Daily Wellness Plan – personalising and empowering their product use.

4 PROMOTIONS AND INCENTIVES

Notify your customers of promotions and incentives offered by dōTERRA. This is an excellent way to motivate ordering and increase Loyalty Orders.

Occasionally offering your own incentives can stimulate orders from customers who haven't ordered in a while or enrolling where you need it most for advancement.

5 ESSENTIAL OIL USER GATHERINGS

Invite customers to gather to share and explore creative ways to use their oils and other products. Experiencing a sense of community with like-minded people is of value to members who seek enhanced wellness. Consider rotating hosts and locations to keep it fun and simple to stay involved. You may also consider weekly group check-ins.

6 WELLNESS CAMPAIGNS AND CHALLENGES

Organise challenges where participants are encouraged to lose weight, increase exercise, improve daily habits, or engage in a detox programme.

7 GRATITUDE AND APPRECIATION

Send thank you notes or a small gift along with invites to gatherings or notifications for special events/promotions. Be sincere and professional.



WHO TO INVITE TO CONTINUING EDUCATION?

- Prospects
- New customers
- Existing, active customers
- Inactive or under-active customers
- Builders seeking greater product knowledge
- Prospects who didn't enrol at their first class
- Prospects seeking greater education before they enrol
- Anyone's guests!