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dōTERRA Diamond

How to Close with Enrollments







Life is Sales Sales are Relationships

Your ability to influence, persuade, communicate, share and SERVE

CONTACT vs. CONTRACT



Relationships require time, nurturing, connections, sincere questions, trust, value, service and persistence

60% OF YOUR
SALES WILL TAKE
PLACE AFTER A
FOURTH
INTERACTION.

- TIFFANY PETERSON
WWW.TIFFANYSPEAKS.COM

44% QUIT AFTER A 1ST CONTACT
24% QUIT AFTER A 2ND CONTACT
14% QUIT AFTER A 3RD CONTACT
12% QUIT AFTER A 4TH CONTACT

**What results do you think
the remaining 6%
who persisted have?**

dōTERRA SALES CYCLE

prepare

invite

present

enroll

support



Pareto Principle



80% of results are produced by 20% of causes

20% generate 80% of the sales

20 – 60 – 20

In their book, *Closing is not your Problem*, Nick and Lisa Terrenzi research this phenomena and isolate a new pattern.

- **Top 20% make most of the sales**
- **Middle 60% wanted to sell but lack Core Abilities**
- **Bottom 20% do not have the desire or ab**

Want your team to explode with growth?

- 1. Follow PIPES**
- 2. Master 8 Core Abilities**

Communication

Control

Contact

Certainty

Confidence

Competence

Closing

Customer Relationships

Communication

What?

Ability to establish agreement with anyone and build trust

How?

- Be genuine**
- Listen to learn**
- Take notes**
- Ask the right questions to discover needs and wants**
- Embrace the awkward silence**

People buy from who they know, like and trust

Control

What?

Ability to move a prospect through each step of the PIPES process

How?

- Use positive control to guide them**
- Don't skip steps or jump to the close**
- Think of the sale as an onion and PIPES as the way you to peel off the layers to reach the prospect's goal at the core. They are trying to get there, but don't know how.**

You need to guide them

Contact

What?

Ability to stand out and have a fearless approach to getting in front of the right prospect

How?

- Preparation brings confidence**
- Like people and don't be afraid to talk to them**
- Detach from the outcome**
- Become a product of the product**
- Show respect, use good manners and etiquette ALL the time**

ABCs of sales - Always Be Contacting

Certainty

What?

Ability to share detailed information and health benefits on the top oils and products

How?

- Knowing as much as possible about essential oils and dōTERRA**
- Gaining experience from personally using the products daily**
- Learning from the testimonials of customers, team members, and cross line leaders**

Truly believe that every home needs dōTERRA

Confidence

What?

Ability to make an emotional impact by inspiring the prospect to act and begin their wellness journey with dōTERRA

How?

- Talk with passion and share experiences**
- Read prospect's emotions - identify time wasters and buyers**
- Know and explain how to save the prospect money & time by using ō products (make sure this is covered in your class)**
- Be prepared to overcome objections and resistance easily**

Confidence comes naturally as you master the 8 C's

Competence

What?

Ability to present undeniable evidence to show that dōTERRA's products are different

How?

- Understand and talk about our Certified Pure Tested Grade standard with every prospect**
- Share the sourceyou website and explain how to find the quality ID and see testing on each single essential oil bottle**
- Refer people to resources where they can learn more**

dōTERRA has the world's most pure and potent essential oils

Closing

What?

The culmination of all the successful actions prior to this final step and a natural end to doing all the work.

How?

- From all you have learned about their unique situation and health challenges, paint the picture of the gap between where they are now and where they want to be**
- Suggest products or a kit for them to start with and help them purchase those products with their enrollment**

Invite the prospect to walk through the door to improved health and wellness and close it behind them

Customer Relationships

What?

The exchange where both parties win

How?

- Set up a time for a Wellness Consult after the products are delivered. Keep the appointment and be on time**
- Follow the Live Guide and share the benefits of the LRP**
- Add new enrollees to your oil community and connect them with resources where they can learn more**
- Follow up regularly and invite to learn about the business**

Happy customers continue to buy and give referrals

dōTERRA **EMPOWERED**
LIFE SERIES

Empowered Life Series



doTERRA Daily Drop



doTERRA Living Magazine





**Get an
oil reference
guide and
mobile app**





We can help those we share doTERRA with to open and walk through the doorway that leads to reclaiming their health and living their best life and close the door behind them

Richa and Rahul Ramola

Silver



Top Tips for Closing

1. **Overcome Barriers – Connect to Existing Usage**
2. **Shift Mindset - doTERRA is a Need, not a Desire or Luxury**
3. **Sharing Personal Stories and Testimonials**
4. **Give Price per Drop**
5. **Association of Pain with Nonaction**
6. **Unique Proposition – Advantage of Taking Action Now**



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