Leverage Upline and Corporate Support

Keep your focus on income-producing activities and plug your community of builders into key support systems that are already in place! Be strategic and leverage existing upline and corporate support. You and your builders will get farther by maximizing what’s already available whenever possible. If you are not familiar with what your upline and dōTERRA have to offer, reach up and find out so that you can be an informed guide for your growing team! An important leader habit is to consistently promote events and share resources.

1. **LEVERAGE UPLINE SUPPORT**
   - **Leverage Special Promotions.** Promotions are intended to surprise and delight. Act quickly, and help your team and customer community take advantage of specials and limited offers. Ask your upline to support you with access to previously made graphics or campaigns, and watch for ideas shared on social media. Be prepared to promote!
   - **Seek to Understand and Be Understood.** When needs arise, utilize appropriate upline, corporate customer service, and account management channels. Ask questions to understand and respectfully express your needs to be understood. They can help you!
   - **Create Targeted Incentive.** dōTERRA intentionally does not have big promotions each month. It wears down customer enthusiasm, creates exaggerated expectations and devalues the product. This allows you to collaborate with your upline and builders and provide your own targeted offerings, promotions or incentives.

2. **LEVERAGE CORPORATE SUPPORT**

<table>
<thead>
<tr>
<th>WEEKLY CALL</th>
<th>Date:</th>
<th>Time:</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK GROUPS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Product User Group</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Builder Group</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TEAM TRAININGS AND EVENTS</td>
<td>Date(s):</td>
<td>Who to invite:</td>
</tr>
<tr>
<td>• Launch Camps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Monthly Training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Rank Training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Retreats</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. **COMPANY EVENTS, SUPPORT & SYSTEM TRAINING**

   **COMPANY EVENTS**
   - Convention
   - Post-Convention Tour
   - Leadership Retreat
   - Wellness Summits
   - Regional Product Trainings
   - AromaTouch Trainings
   - Incentive Trip

   Choose one of these events. Date: ____________  What is your plan to leverage this event?
   - ____________
   - ____________
   - ____________
   - ____________
   - ____________
   - ____________
   - ____________

   **WEBSITES**
   - doterra.com
     - Discover Solutions
     - Empowered Life
     - Empowered Success
     - Empowered You
   - SourceToYou.com
   - AromaticScience.com

   Circle 2 of these resources to access and explore sometime this week.  Who else needs to know about these resources?
   - ____________
   - ____________
   - ____________
   - ____________
   - ____________

© 2018 dōTERRA Holdings, LLC. All rights reserved. All words with trademarks or registered trademark symbols are trademarks or registered trademarks of dōTERRA Holdings, LLC.