

# 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.

## LEVERAGE CORPORATE SUPPORT

- 1 **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!
- 2 **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!
- 3 **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.

## LEVERAGE UPLINE SUPPORT

UPLINE TEAM SUPPORT	
<b>WEEKLY CALL</b>	Day: _____ Time: _____
<b>FACEBOOK GROUPS</b>	
<ul style="list-style-type: none"> <li>• Product User Group</li> <li>• Builder Group</li> </ul>	
<b>TEAM TRAININGS AND EVENTS</b>	Date(s): _____
	Who to invite: _____
<ul style="list-style-type: none"> <li>• Launch Camps</li> <li>• Monthly Training</li> <li>• Rank Training</li> <li>• Retreats</li> </ul>	_____ _____ _____ _____

## CORPORATE EVENTS, SUPPORT & SYSTEM TRAINING

<b>COMPANY EVENTS</b>	Choose one of these events. Date: _____
<ul style="list-style-type: none"> <li>• Convention</li> <li>• Post-Convention Tour</li> <li>• Leadership Retreat</li> <li>• Wellness Summits</li> <li>• Regional Product Trainings</li> <li>• AromaTouch Trainings</li> <li>• Incentive Trip</li> </ul>	What is your plan to leverage this event? _____ _____ _____ _____ _____
<b>WEBSITES</b>	Circle 2 of these resources to access and explore sometime this week.
<ul style="list-style-type: none"> <li>• doterra.com               <ul style="list-style-type: none"> <li>- Discover Solutions</li> <li>- Empowered Life</li> <li>- Empowered Success</li> <li>- Empowered You</li> </ul> </li> <li>• SourceToYou.com</li> <li>• AromaticScience.com</li> </ul>	Who else needs to know about these resources? _____ _____ _____ _____