

Embrace Sales

YOU HAVE ALWAYS BEEN A SALESPERSON

From the time you were a child, you have been selling with great success. On the playground you created a compelling pitch to convince your friends which game to play. Just yesterday, you may have sold your friends on a good hair salon, new restaurant, or vacation destination because you were passionate about it and couldn't resist sharing. You have been a salesperson your entire life.

“Good sales is all about educating the customer so they are empowered to make the best decision based on their individual needs.”

— Betty Torres

THE PROFESSIONAL SALESPERSON

As a professional salesperson, your job is to create value for people and help them make the decision to move forward or not. Done right, selling will feel natural, fulfilling, and fun. When you have a professional attitude, you create a comfortable experience for your customers and yourself. Your goal is to create a positive experience during each interaction. Much of this depends on the level of knowledge and professionalism you display.

Use the chart below to identify which traits of the professional salesperson you would like to improve in yourself.



AMATEUR

PROFESSIONAL

Does not care what is being sold



Knows and believes in the product

Creates pressure



Creates a sharing environment

Is frustrated by rejections



Builds relationships with people who say “no”

Leaves people feeling conflicted



Leaves everyone in a good mood

Know-it-all attitude



Coachable

Pessimistic



Positive

Has no “Why”



Has a vision for their life and business

Finds excuses



Finds a way

BREAK DOWN MISCONCEPTIONS

The first step to embracing sales is breaking down misconceptions about what it means to be a “salesperson.” There can be negative stereotypes about sales that are holding you back from successfully selling. Use this section of the *Sales Guide* to examine your perceptions of sales and embrace selling the dōTERRA® way.

Think of the last time you had a negative experience with a salesperson. What did they do that you didn't like?

1

2

3

How did you feel? Describe what made it a negative experience for you.

Now that we've explored the negative, let's look at a positive experience. You have likely had wonderful experiences with salespeople who helped you find exactly what you needed. It is important to remember those interactions to understand the impact a professional salesperson can have.

Think of the last time you had a positive experience with a salesperson. What did they do that you liked?

1

2

3

How did you feel? Describe what made it a positive experience for you.

Like a farmer planting seeds, the relationships you build take time and care. Treat every interaction as an important part of nurturing that relationship. The seeds that you sow today will grow strong, and you will harvest wonderful fruit—whether it is watching somebody change their life for the better, seeing your business grow, or having a lifelong friend.

