

# The doTERRA Sales Cycle

## STEP 7: ANSWER OBJECTIONS

Answering customer objections is an important service you offer during the Sales Cycle. Ask engaging questions and let them share their experiences and concerns. Talk less and listen more. You will overcome objections by discovering what it is they really want and helping them find ways to get it. Ask if they are open to the next step of getting oils in their home.

Use the steps below as a framework for answering objections.

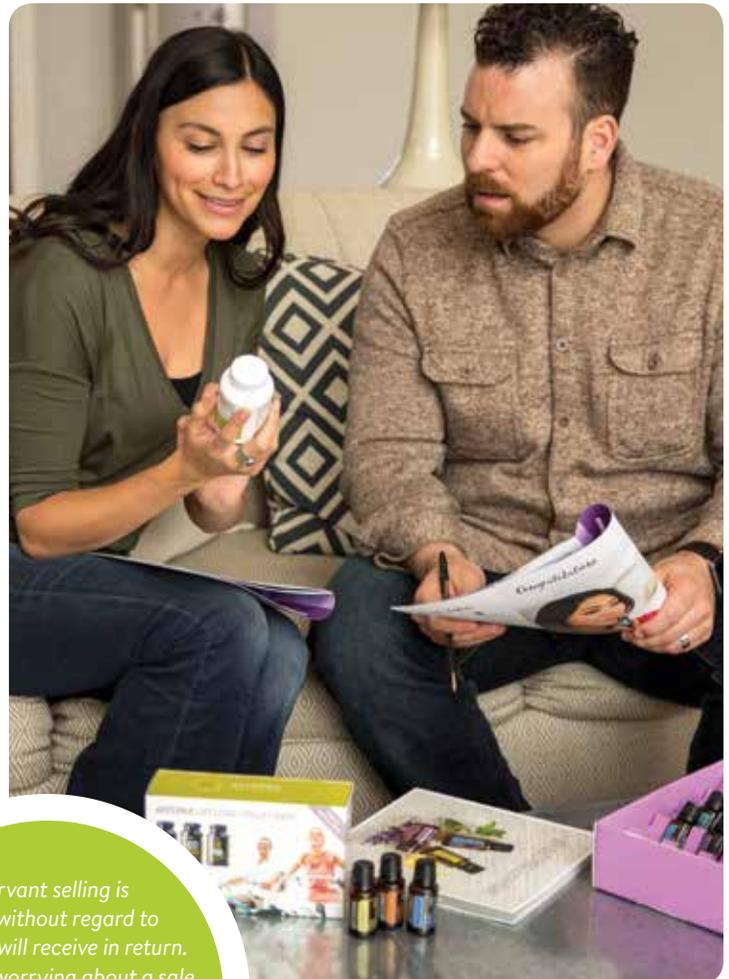
- 1 Acknowledge that their concern is valid.** People have a psychological need to be heard and understood.  
*"I can understand why that would be a concern for you."*
- 2 Summarize the concern in your own words and express empathy.** It is important to understand the problem accurately and observe the emotions behind their words. Make sure you are on the same page and respond to their emotions.  
*"If I'm hearing you right, you feel like the price of buying a kit is more than you want to invest right now. Is that right? I totally get it. It's frustrating to be on a tight budget."*
- 3 Ask permission to explore options and brainstorm solutions together.** This gives the customer ownership in the conversation and helps them feel invested in finding a solution.  
*"I think we can come up with a solution that works for you. Can we brainstorm options to figure this out?"*
- 4 Reference a third party's experience and explain how they solved the same challenge.** Sharing real stories from real people further validates the customer and reassures them that you have helped others overcome the challenge.  
*"Last week, Susan had the same concern, so she hosted a class where she invited ten people and earned enough to purchase the kit she wanted. She was so excited!"*
- 5 Issue an invitation.** Capitalize on the momentum you created in the brainstorming session and help them progress in the enrollment process.  
*"Are you open to inviting your friends over for a class so we can get you the kit you want?"*

Provide friendly and honest answers to what is causing their hesitation. See their shared objections as key insights to make you more effective.



How well do you answer objections?

Rate yourself from 1-10 on how confident you feel, 10 being very confident.



*"Servant selling is giving without regard to what you will receive in return. Instead of worrying about a sale, you step into the shoes of the customer and seek to create value for them."*  
—Neal Anderson

## SKILL BUILDING:

- There are several common objections you may encounter when enrolling a customer. Be prepared to address the objections below and practice potential answers so you are confident in your responses.

COMMON OBJECTIONS	SAMPLE SCRIPTS
<p>Why dōTERRA® Oils?</p> 	<p><i>"I understand why that would be a concern for you; it's confusing to know which brand to buy with so many essential oil companies. Irena had the same concern last week; can I tell you what I shared with her? I explained that dōTERRA is the most tested, most trusted brand in the industry. Ninety-six percent of our oils and blends are exclusive, grown by artisan farmers in ideal locations for maximum potency. She learned more at <a href="http://sourcemeto.com">sourcemeto.com</a> and was blown away by the dōTERRA difference. You and your family deserve the most pure and effective essential oils. Would you like to experience the difference for yourself by ordering today?"</i></p>
<p>Money</p> 	<p><i>"I understand why that would be a concern for you. If I'm hearing you right, you feel like the price of buying a kit is more than you want to invest right now. Is that right? I think we can come up with a solution that works for you. Would you be open to looking at a couple options to figure this out? Susan said the same thing a few nights ago, but when she added up what she typically spends on personal care products, she realized she could actually save money by switching to dōTERRA products. She loves having the Natural Solutions Kit in the house to support her family's health. Are you willing to repurpose your dollars and replace everyday household items with more natural, high quality dōTERRA products?"</i></p>
<p>Spouse</p> 	<p><i>"I totally get where you're coming from. You're worried that your husband will not support this purchase? I've known a lot of people who've had this same concern—can I share what's worked for them? I've found when people experience an oil, they become more open. Would you like to take a sample of Deep Blue® home for him to try?"</i></p>
<p>Don't See a Need</p> 	<p><i>"I understand, I didn't think I had a need for essential oils either at first. You mentioned in class you want more energy. A few weeks ago, I talked to Whitney who had the same issue. She tried the dōTERRA Lifelong Vitality Pack®, which gave her more energy and less discomfort. We have a 30-day money-back guarantee on our dōTERRA Lifelong Vitality Pack.® Will you see if this will change your life in 30 days and if not, I will help you get your money back?"</i></p>
<p>Buying from MLM</p> 	<p><i>"I totally get that; a lot of people feel that way. The thing I love is that dōTERRA is unique in network marketing. In fact, 82 percent of people who buy dōTERRA products are just customers who don't sell the products. That's unheard of in direct sales. The reason we have so many customers is because we have the most tested, most trusted products that people can rely on. Are you open to joining the millions of people who are changing their lives with natural solutions?"</i></p>

## RECOGNIZE OBJECTION TYPES

In developing the capacity to overcome objections, recognize there are two types: true concerns and empty excuses. Recognizing the difference helps you know when and how to engage.

True Concerns	Excuses
Are authentic, urgent, detailed	Are vague, trivial, non-specific
Can be resolved	Are a waste of your time
Indicate interest	Indicate indifference
Result from a desire to understand	Result from lack of motivation
Show up as obstacles to closing the sale (e.g. price, fears, etc.)	Show up as justifications for not buying

You are a messenger of hope. As you focus on serving others and share hope bright enough to spark the fire of action, the worry of objections fades and genuine love and concern grow with your understanding.