

STEP 4: EDUCATE

The Educate phase in the dōTERRA Sales Cycle connects the need created in the Introduce phase with the specific dōTERRA® products that will help them. Create experiences with essential oils throughout the class so they can recognize the power themselves. Demonstrate how dōTERRA® products can help achieve their wellness goals. Explain why natural solutions are effective and show them how to use them. Remember the first introduction to essential oils can be overwhelming, so keep the presentation simple.

SKILL BUILDING:

- Outline the main benefits of the products and show how they support wellness.
- The goal of the presentation is to enroll customers so they can get started, not to teach people everything about the products.
- Ask questions throughout your presentation.
- Use participants' names during the presentation to personalize the experience.
- Consider recording your presentations to watch later so you can perfect your delivery.
- Pass oils around. Create experiences with the products throughout the class.

PRESENTATION QUESTIONS

“What do you want to feel more of? What do you want to feel less of?”

“What can't you do that you wish you could do?”

“How is this affecting your life?”

“What is your current work-around? And what is it costing you?”

“How is your current solution working for you?”

“If I can show you something that helps _____, is easy to use, and is affordable, would you want to explore it?”

“If _____ wasn't an issue, how would that affect your quality of life?”



How well do you educate?

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

