

The dōTERRA Sales Cycle

STEP 8: GATHER REFERRALS

Leverage the excitement from the class to gather referrals and book future classes with class members. You can expect that people will want to help their friends and family. You may find that people go blank if you just ask, “Who do you know?” Help jog their memory by suggesting categories of people—friends, family, coworkers, etc.

SKILL BUILDING:

- Invite attendees to host a class for their friends. Always keep at least two time slots available on your calendar for them to choose from.
- Offer an incentive for those that book a new class at the event. Use LRP points to purchase inexpensive incentive gifts.
- Avoid using the word “referral.” Ask instead who came to mind during the class that they thought would have enjoyed being there.

SAMPLE SCRIPT

Individual:

“ I really appreciate working with you tonight and I know you’ll love your enrollment kit. I’ve found that many of the people who come to these presentations get about 10 minutes in and think of friends or family members who would have loved to learn what they just did. I like to set up classes for those people you feel missed out. Did anyone come to mind during the class: friends, family, workout partners, people from church?

Group:

By now, most of you may have had three or four people, or 20, come to mind who would have enjoyed what we covered tonight. If you would like to host your own class, get with me after and we will set something up. But hurry because times are first come, first served.”



How well do you gather referrals?

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

