

# The dōTERRA Way

Sharing dōTERRA® products with your circle of influence can help them revolutionize their lives. You have experienced the difference of living the dōTERRA wellness lifestyle and understand the powerful impact it can have. When your primary goal is to help others experience life-changing products, selling feels natural.

The thought of being a “salesperson” can be intimidating. Selling the dōTERRA way is all about serving others by reaching out, listening, building relationships, and genuinely caring about the people in your life. The dōTERRA way redefines sales to mean authenticity, integrity, and compassion by connecting people to the solutions they need.

Use this guide as a workbook to help increase your belief and confidence in your role as a Wellness Advocate by improving your sales skills and understanding the tools and resources available to help you grow a successful business.

*“Selling is sharing something you’re passionate about that you know others will love.”*

*—Hayley Hobson*

## KNOW WHAT YOU ARE SELLING

When you share dōTERRA® products, you are selling a total wellness lifestyle—one of hope, empowerment, and healing. You are helping people eat better, exercise more, improve their sleep, lower stress, and eliminate toxic products from their lives. You are not just selling essential oils; you are helping people live happier and healthier lives.

In order to help others realize the potential of living this wellness lifestyle, you need to be a product of the product. The more you incorporate the products into your lifestyle and change your own life, the more confident you will be when selling dōTERRA products to others.



## KNOW WHY YOU ARE SELLING

Clearly articulating your purpose for sharing dōTERRA is critical in helping you stay focused on the outcome you truly desire. Sharing is less stressful when you do not have to think about what to say in the moment. Use the exercise below to help clarify why you are selling dōTERRA products and wellness solutions.

What are three ways dōTERRA has impacted your life?

1

2

3

What is the difference you can make in other people's lives by sharing dōTERRA® products with them?

Why do you want to offer that change to others?

If somebody asked you why you are sharing dōTERRA® products, how would you respond?

## KNOW HOW TO SELL

Following a sales process, or a series of repeatable steps, is critical to succeeding in sales. The dōTERRA Sales Cycle guides you through each step you need to take with new and existing prospects, from introducing essential oils to enrolling them in the dōTERRA wellness lifestyle.

Remember that when relationships are your number one focus, the sale will naturally follow. Keep a service mindset at every stage. You have the opportunity to empower people with dōTERRA natural solutions, so listen and seek to understand their needs.

