

# Unlock Your Potential

Throughout this guide, you have learned principles that will help you unlock your potential as a dōTERRA Wellness Advocate. You know that selling the dōTERRA® way means serving others and building relationships. After clarifying why you are selling dōTERRA® products and letting go of misconceptions, you have embraced your identity as a salesperson. You have learned essential skills, identified the fundamentals of success—mindset, skillset, and toolset—and studied the dōTERRA Sales Cycle. Continue applying these sales principles and honing your skills so you can achieve your goals.

## TALLY YOUR SALES SCORE

Transfer your scores from the previous pages and tally them in the first column to create a comprehensive review of your current Sales Score. This Sales Score makes your progress quantifiable and allows you to easily identify your strongest and weakest areas.

SALES SCORE	Today's Date	Revisit Quarterly:		
		Date	Date	Date
Top Selling Skills (pg. 9)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Connect (pg. 12)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Invite (pg. 13)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Introduce (pg. 14)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educate (pg. 15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Close (pg. 16)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enroll (pg. 17)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Answer Objections (pg. 18)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gather Referrals (pg. 20)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Follow Up (pg. 21)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>TOTAL YOUR SALES SCORE</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## COACH YOUR TEAM

This guide is a great tool for coaching your team and developing their sales ability. Encourage your team members to fill out the guide and record their scores. As you coach them, start by asking what their current Sales Score is and help them improve in the areas where they need help.

## PLAN AND TRACK YOUR SUCCESS

Examine your two strongest areas of the Sales Cycle. Analyze what unique skills and talents you use to succeed at those steps, then find ways to use those same talents to improve your two weakest areas. For example, if you feel confident inviting but struggle with closing, deconstruct which strengths you use to invite and see how they can be used to help you close. Create an action plan for increasing your scores below. Consider implementing the skill-building suggestions in this guide, role-playing to gain confidence, or working with an upline leader.

1

Low Score \_\_\_\_\_

What specific action will you take to improve this area?

When will you take this action?

How will you know you have improved?

2

Low Score \_\_\_\_\_

What specific action will you take to improve this area?

When will you take this action?

How will you know you have improved?

## SET SALES GOALS

Now that you know what you are going to work on, set your sales goals.

What is your Organizational Volume (OV) sales goal for the next:

30 days? \_\_\_\_\_ 90 days? \_\_\_\_\_ 12 months? \_\_\_\_\_

How will you celebrate when you achieve your goals?

## REVISIT AND REASSESS

Reassess your Sales Score regularly to refocus your efforts on the areas that will benefit most from improvement. As you put in the work and watch your Sales Score rise, you will find excitement in selling the dōTERRA way and enjoy the dividends of building a thriving business.

As you watch others experience growth and change, you will see your dōTERRA business not just in terms of customers and sales, but as a way to make a difference in your community and the world.