

# Sales Guide Quick Reference

## Know What You are Selling

When you share dōTERRA products, you are selling a total wellness lifestyle—one of hope, empowerment, and healing. Use the dōTERRA Wellness Pyramid to help each person you work with identify their needs and then provide solutions through dōTERRA products.

In order to help others realize the potential of living the dōTERRA 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.

Rate yourself in each area (1-10)



## Learn the Fundamentals of Success



### MINDSET—the way you think

Selling is a mindset and requires confidence—in yourself and the product.

### SKILLSET—the actions you take

Being in business for yourself requires a high level of self-management.

### TOOLSET—the systems and tools you use

dōTERRA provides the tools you need to effectively introduce essential oils, educate, enroll, engage customers in a wellness lifestyle with natural solutions, and accelerate your business.



## KEY HABITS

### KEY MINDSET HABITS

- Accountability
- Coachability
- Vision
- Perseverance
- Positivity
- Graciousness

### KEY SKILLSET HABITS

- Responsibility
- Time/Priority Management
- Control the Controllable
- Practice
- Consistency

### KEY TOOLSET HABITS

- Discipline
- Systems
- Preparation

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## Implement the dōTERRA Sales Cycle

Following a sales process, or a series of repeatable steps, is critical to succeeding in sales. Use this roadmap to ensure you do not skip important steps in presenting your message and enrolling new customers.

### STEP 1: CONNECT

Build authentic relationships with people everywhere you go. Whether with an existing relationship or someone new, build trust in every interaction. Seek to change lives by sharing what you love.

### STEP 2: INVITE

Reach out and invite people to attend a class or presentation. Great invitations are personalized, passionate, relay value, and show genuine care for the one you are inviting.

### STEP 3: INTRODUCE

At the beginning of the presentation, help people identify the gap between their current overall wellness and desired wellness goals. This creates a buying environment because they recognize their need for change.

### STEP 4: EDUCATE

Outline the main benefits of the products and show how they support wellness. Connect the need created in the Introduce phase with the specific dōTERRA® products that will help them reach their wellness goals.

### STEP 5: CLOSE

Summarize the main points of the presentation, review membership and kit options, and introduce the option to enroll. You are offering precious gifts of the Earth that can change their life. Closing is a service you provide to open the door to a total wellness lifestyle and help people make the decision that is best for them.

### STEP 6: ENROLL

Instruct customers to fill out the shaded areas on the order form so they can get these oils into their home. Connect everything back to their health priorities and how this kit is designed to meet their needs.

### STEP 7: ANSWER OBJECTIONS

Answering customer objections is an important service you offer. 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.

### STEP 8: GATHER REFERRALS

Leverage the excitement from the class to gather referrals and book future classes with class members. Always keep at least two time slots available on your calendar for them to choose from.

### STEP 9: FOLLOW UP

Get a next step on your calendar. Schedule a Lifestyle Overview for every person who enrolls. For those interested in discussing the business opportunity, schedule a Business Overview.

