

# Team Call Guide

Regular audio or video team calls can inspire, energize, and unify your team while leveraging your time and influence. These calls can be used to meet the needs of customers and builders alike. Each call, you can choose to focus on a specific target group or your entire team.

## Keys to Success:

- Set a recurring time and day for a 30–60 min call or Zoom

- Spread the word and send reminders through text, email, or social media

- Be consistent and on time

- Prepare well and provide value

### PRODUCT TRAINING CALL

**Purpose:** Provide in-depth education to increase product belief, knowledge, effectiveness, and desire to share dōTERRA®. Give practical, compliant ways to use and integrate into lifestyle (e.g. a page out of Live guide).

#### Sample Call Format:

**Intro (1-2 min.):** Edify presenter and introduce product topic.

**Train on product (10-15 min.):** Share science-related information on the product.

**Share product successes (5 min.):** Invite attendees to share personal experiences with the product.

**Q & A (5 min.):** Answer product questions.

**Share promos (1-3 min.):** Promote the monthly special and other promos. Emphasize benefits of LRP.

### TEAM-WIDE CALL

**Purpose:** Increase belief in product, wellness lifestyle, opportunity, you, and your leaders; inspire personal development, and promote events; for success of entire team.

#### Sample Call Format:

- Product success stories
- Health issue/Product focus
  - (e.g. In-depth testimonial, emotions, science, application tips)
  - Week 1—Solutions brought by product of the month
  - Weeks 2-4—Specific body system focus using monthly special, promotional products, or seasonally appropriate topics.

- Personal development
- Business success stories
- Announcements/upcoming events
  - Week 1—Recognition, monthly specials, and promotions
- Call to action or weekly challenge

### BUILDER MASTERMIND CALL

**Purpose:** Create an environment to exchange insights and ideas and support builders and leaders in personal development, achievement, and belief breakthroughs. Cluster builders on your team or smaller groups of 4–6 builders of similar rank or experience. Rotate facilitator responsibilities among builders to develop leadership skills. Collaborate with other teams for additional insights and experience. Emphasize ways the product supports business success.

#### Sample Call Format:

**Intro (1–2 min.):** Edify presenter and introduce business topic.

**Share successes (1–3 min.):** Invite attendees to share business successes.

**Make announcements (3–5 min.):** Share rank advancements, high enrollments, upcoming events, corporate news, etc.

**Train (10–12 min.):** Discuss the topic or whatever your team needs to work on (inviting and hosting classes, monthly training, promoting team and Corporate events, strategizing for rank advancement, online trainings, etc.)

**Q & A (5 min.):** Answer questions and introduce solutions to overcome challenges.

**Share goals (1–3 min.):** Call each attendee to action by having them share their goal for the next week. Guide them to goals that are results oriented. (eg. Instead of stating, “I am teaching a lot of classes this week,” teach them to state specific desired results: “I am creating 800 OV this week by inviting 15 people and hosting 2 classes.”) Record their goals so you can follow-up.

### RANK ADVANCEMENT GROUPS

**Purpose:** Create accountability groups for rank specific builders. Collaborate crossline if possible with other Silver and above leaders in providing weekly mentoring and assignments to help them reach their rank goals.

#### Call Ideas:

- Business success shares
- Rank appropriate PIPES training
- Accountability

- Personal development
- Q & A
- Call to action/commitments