# Train Builders to Be Presenters

One of the most effective ways to grow your dōTERRA community is through presentations. The *Share* guide provides a step-by-step process to successfully begin hosting classes and one-on-ones. To find those who are committed, invite potential builders to host a class. With positive experiences, your builders will emerge.

#### **SCHEDULE PRESENTATIONS**

The first step is to begin scheduling presentations. Schedule events with your host and encourage them to use the dōTERRA® Class in a Box to create an optimal environment. From there, have them make a list of those they want to invite (e.g. family, friends, neighbors, associates), and then begin creating experiences and making visitations. Hosting can happen in person or online.

### **DUPLICATE IN 3 PRESENTATIONS**

Duplication is key for others to see themselves doing what you're doing. Keep it simple so they say to themselves, "I can do that!" Train your new builders to hold powerful presentations by modeling how it's done. Allow them to progressively take on more responsibility in each successive class until they feel ready to present on their own.

### 

- Promote Presenter (you)
- Share a product experience
- Support enrolling quests
- Follow up with new enrollees

### 2m/

- Promote Presenter (you)
- Present part of presentation
- · Share a product experience
- Support enrolling quests
- Follow up with new enrollees

### 310 PRESENTATION

- Present most or all of presentation
- Invite guests to enroll
- Lead enrolling process
- Follow up with new enrollees

### 4M/ PRESENTATION:

- Your builder is now the upline presenter for their new builder
- They use this same 3-Presentation Process to duplicate

## **DUR ROLE**

YOUR BUILDER'S ROLE

- Promote host
- Present entire presentation
- Invite guests to enroll
- Lead enrolling process

- Promote host
- Present part of presentation
- Invite guests to enroll
- Lead enrolling process

- Promote Presenter (your builder)
- Present less/none of presentation
- Share a product experience
- Support enrolling guests

#### SUCCESSFUL BUILDING

As your builders begin sharing and inviting, they will benefit greatly from your guidance. Your partnership is where the magic happens! Take the time to show your builders these important steps, and with practice, your builders will feel confident teaching classes. As the expert solutions provider, you bring credibility to the products and opportunity. In time they will show their own builders how to duplicate this successful process, leaving your schedule more open to focus your time and energy on expanding the growth of your business and launching other new builders!