

TRANSITION FROM TALKING ABOUT KITS TO TALKING ABOUT BUSINESS

*This info comes directly from the Prague training:

“There are three types of people that come to these classes.

The first type of person wants to live naturally. They love to learn about essential oils. They are excited to use it in their home with their family. doTERRA has an incredible program how to support these people in learning more about the power of essential oils and how they can change their lives.

When someone learns about the power of essential oils they naturally want to share it with other people. That is the second type of person that comes to these events. In fact, that person has been sitting here thinking, “Oh I wish my mom were here or my sister would love this or I really, really need to share this with my friend. doTERRA has a program that supports that people that share the products with their friends and family. And if they consistently share the products, they will be able to make enough money to pay for their oils and natural products they want to use on a monthly basis. We call this free natural healthcare. And, thousands and thousands of people are receiving free natural healthcare all over the world.

The third type of person that comes to these events has been looking at me the entire presentation and thinking to themselves, ‘that’s what I want to do. I want to change people’s health with essential oils.’ If you are the second or the third type of person please come up and talk to me after this class. We actually have a follow up class right after this one that will help you get started.”

END TRANSITION PIECE FOR A LIVE CLASS, NOT WEBINAR:

Say, “So this is what we’re going to do. We’re going to go to each of you individually and find the kit that is right for you. This is the most fun part of the class. While you are waiting I want you to research your top three ailments (or your children’s or your partners). Write them down and I’ll share mine with you. Now, I’m going to show you these books. I’m going to show you how to use them.

Have your wellness advocate support them. Don’t have them hang over the person, reach down, kneel “What are we working on?” It’s not about her problem, it’s about her team. Have them look up the oils and then help them select a kit that goes along with that. “Okay, this is what you’re going to do. You need this, and this and this, so the home essentials kit is the best fit. So here’s the form to fill out.” If they say it’s too expensive, you say, “Okay, so let’s look at something else” and offer them the next level down. Keep going until they feel comfortable.

AFTER THEY CHOOSE A KIT:

“If you’re willing to invest in your healthcare, I’m willing to invest in you. I want to know how to use them so I will come over and give you a wellness consult. I’ll explain all your oils. I tell you how to use them morning, noon and evening.” Then you can set up the wellness consult. And you meet with them after the oils come in to explain it all to them.

BONUS INCENTIVE TO BOOK CLASSES FROM CLASSES:

Get keychains and tell them, “two fun things: right after this class we have a quick ½ hour overview for twos and threes and if you’re a one we have peppermint brownies to share” Show them the keychain. “You get a keychain when you are willing to share with other people on the go. If you are willing to do a class, we’ll come and host it. We’ll give you a free little keychain and then for every person you have come, we’ll give you a free oil to fill it up.”