

## **TRANSITION TO BUY A KIT AT THE END OF AN INTRO TO OILS CLASS**

This info comes from Allyse Sedivy in the Prague training:

Say word for word: "There are three ways that you can purchase the oils. The first way is retail. Nobody here tonight is going to purchase retail. The only time you should ever purchase retail is if you're walking into a spa or a chiropractor or a professional setting. This is the most expensive way to purchase essential oils. The second way you can purchase the oils is wholesale. It's much like having a COSTCO card where once you are a member you are allowed to buy at discounted prices. The discount is 25% lower than retail. The third way you can purchase the oils is below wholesale. This is the only way I buy my oils. It's the smartest way to buy your oils. And I'm going to tell you a little bit about this later."

Don't put them on LRP at the class. It feels too pitchy. Except if they are already prepped for the business and know they are ready to teach a class.

Very lightly go over kits. Do the prep work before hand to gauge if they are kit ready or not. Tell them the difference between family essentials and home essentials kits. (Be sure to tell my leaders this.)

This is the starter kit, it's not the best option but its okay. Here's the most economic kit because you get three times the oils and diffuser for not three times the cost of the starter kit.

For natural solutions kits: "A natural solutions kit gives you a spattering of everything the company has to offer. You can try the #1 oils. You can try the cleaning products. You can try the supplements. You get a diffuser. You can try it all and fall in love with some of them and use them. It's a really great jumping off point. Then you can determine, 'what do I need to buy on a continuing and regular basis.'"

Every oils kit is great for people who want to make sure they have all oils on hand.

Diamond kit is for those who want to take natural medicine to the next level.

We don't pitch a kit. We don't push a kit. It's wrong to sell a kit to someone who can't afford it.

If they can't afford it and they need a kit, you teach them how to teach a class. Do what they need, not what you need.