

# Leadership 2019

## Sales Scripts

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# Scripts for Connecting, Inviting, Presenting, Enrolling and Attracting Sharers

## New Customer Placement Scripts

- *“So, Jenny, I know how much you love the oils! We’ve just had 6 people open their own wholesale account tonight and you could be earning some commission from those purchases - does that interest you?”*
- *“Would you be open to sharing the oils with others in a more regular and organised way?”*
- *“Would you be open to discussing what that would look like in terms of time commitment?”*
- *“Would it be ok if I shared with you how the income side of dōTERRA works?”*
- This is done as you sit down with them or on Skype if you cannot be physically present
  - Actively LISTEN to hear what they are actually saying, not what you hope they will say

*“Well, there are basically 3 pathways for you to consider, when earning with dōTERRA:*

- *Earn your products for free*
- *Supplement your income*
- *Replace and multiply your income*

*“So, which of these pathways interests you the most in terms of helping meet and support your future goals?”*

Based on their response proceed with:

*“Would you be willing to maintain at least a 125PV order each month for a year in order to receive commissions and benefit from dōTERRA’s monthly giveaways?”*

*“What sort of time commitment would you be willing to make each week in pursuit of your chosen pathway?”*

*“For how long would you be willing to commit those hours while you work toward achieving that level of income?”*

*“Of those who enrolled tonight or at your class, do you feel any of them would love to work with you in sharing the oils?”*

*“Are you open to attending training events with me and doing some mentoring with those we work together to place in your team?”*

## Invitation Scripts and Ideas

- When you are inviting from your warm list or helping a new host to do their invites, it's very powerful for you to ask those that are coming along to **bring a friend**
  - You can offer a gift for the person that brings a friend in the form of a pure-fume - a roller blend that you make up with oils you feel they would love
  - If you know the person reasonably well, you might feel into what they would love and make them a **signature blend**
- "Bring a friend" leverages your inviting
- You apply a multiplier effect to all your efforts without having to multiply the time invested in teaching those people
- Whether we have 8 or 16 people attend a class, the input in teaching it is the same
- Write a little hand-written note on your invite or add to your text message:

*"Bring a friend and receive your very own pure-fume/signature blend created just for you."*

### Alternative Inviting Script

*"So, Chris, I have been thinking of you and what you said to me the other day about your.... Can I ask how its feeling for you now?"*

(Wait for response.)

*"Hmmm I thought that could be the case. Mate, if I said that I know of something that has helped sooo many people with ..... would you at least be open to learning what it is and how it could help?"*

(Pause for positive response.)

*"Ok cool... I am hosting/teaching/going to a 45-minute class on exactly this issue on Tuesday next week, come along with me."*

If objection comes up- I'm have something on etc.

*"Or, if it's more comfortable for you we can just get together at a coffee shop. I'm around Wednesday and Friday, which works better for you?"*

## When Someone Asks What You Do...



- When they ask **how or what do you do**, answer with '**you know how**' statements:
  - *"You know how so many people are now looking for natural alternatives to support their health..."*
  - *"You know how we look and struggle to find something natural and healthy that works..."*
  - *"You know how we are all trying to reduce the toxic load in our homes and lives..."*
- Then tag these on:
  - *"Well, I have been using essential oils and I am watching our lives transform. We use them for..."*
  - *"Well, I have found something amazing! They are the most pure and pristine gifts of the earth."*
  - *"Well, we have been able to do just that! We are using these amazing essential oils for our cleaning, and to support our overall health."*

## What is dōTERRA?/What Do You Do?

*"It's a company that works with people to support them in their wellness... so, for example almost all people have at least one and often several challenges they deal with all the time... discomfort in their body, trouble sleeping, wish they had more energy, emotional challenges, weight control. Any of those sound like you?"*

*(Wait for response.)*

*"Yes, that one is so common! So, if I could share with you something that I know has helped soooo many people with that and is totally natural would you be open to me getting some info to you on it?"*

*(Wait for response.)*

*"Cool, what's the best number for me to text you a link on? Are you good if I touch base in a few days to see how you went?"*

Then offer to send sample on second contact or first if the level of interest is high.

## Conversational Openings for Sharing Oils

- On any social media, phone call, or visit with someone who says they are sick, feeling down, stressed or not sleeping well etc, say to them, or drop them a personal message:
  - *“Would you like me to drop by with a sample or samples of essential oils that can help you?”*
  - *“Would you like me to show you how to use essential oils to help you?”*
  - *“Are you open to me sharing with you what I use when we are going through.../experiencing...?”*
- Let them know **you are here to serve**:
  - *“I can drop off the samples this afternoon and quickly show you how to use them.”*
- When you ask someone how they are and they answer that they are not feeling well, you can say to them:
  - *“I use something that helps me when I feel like that. It is natural. Would you be open to me giving you something to try?”*





## Three Doors Invitation Process – Connecting/Inviting/Presenting/Enrolling

### DOOR ONE

- “Are you open to using essential oils for your family’s health?”
- “Would you be open to learning about natural solutions to take care of your family’s health?”
- “Well, would you be open to coming to a workshop with me where I can share more of this with you and show you how to take care of your family’s health in an easier, cheaper and more effective way?”
  - **This leads to a workshop or one-on-one and interest in the oils.**

### DOOR TWO

*This is said at the end of a class – “Would you be open to using the products?”*

- **From here you can go into wholesale and retail options.**

### DOOR THREE

*“Would you be open to sharing these products with others?”*

- **The opportunity associated with dōTERRA as a business.**
  - Your attitude or belief
  - Your body
  - The words you speak
  - Your tonality
  - Are you smiling and sharing from your heart?
  - Be clear about your intentions when you connect with people



## Coaching the Host

- The success you have at a workshop can be significantly helped when you coach the host, so they are aware of their duties and obligations
- **The success of the class and the numbers that attend are your responsibility, not the hosts**

### Firstly, we start with talking to the host:

*"So, I'm really looking forward to your class. Now, I don't know about you, but when I have an event at home and I've invited people over, I kind of like it if the people I invite want to come and they all show up so it's heaps more fun. And I guess if I'm honest I like it when my events are a success. How about you? Do you feel the same way?"*



(Wait for the host to respond. They will say yes! Then say...)

*"OK. Great. Now, I have got a way to help with that in terms of how to invite your friends and loved ones and to remind them closer to the time, so no one forgets. Would it be ok if I shared that with you so we can have a really fun class?"*

### Now we coach the host with the invite method:

- If the host doesn't want to do the work to follow the full protocol for inviting, you can at least have an impact on the text/Facebook invites by sending a template for the host to use
- This way people really know what they are coming to and when people attend, having been invited with integrity, the likely outcome is an enrolment

*"Hi <insert name>,"*

*You know how we are all looking for ways to take care of our health naturally? Well, I've been doing something differently with some awesome results. It's been so good that I'm inspired to let others know and I'm hosting a class at my house on <insert date and time> for those I care about to learn more. Lots of my friends want to sleep better, have more energy, less body discomfort, more immune support, and better balance of hormones. I know I do and I'm using pure essential oils which are making such a difference. I was thinking of you and thought you would be open to natural solutions to your health too.*

*I'd love to see you!*

*Love <insert your name here>"*

**Follow up with a reminder text. This needs to be sent 2-3 days prior to the event:**

*"Hi <insert name>,"*

*I'm so excited to see you on <insert date and time>. I have organised something fun for you beautiful. I've got some awesome stories to tell you about these oils as well so looking forward to seeing you.*

*Love you <insert your name here>"*

**Day of/night before your class:**

- This is the opportunity to get the invitees excited as well as solidify attendance of any who might be wavering or feeling they are just too... whatever
- Hit social media and send out a couple of photos of some essential oil infused goodies that you are preparing for them to experience the oils in different ways
  - Don't go too lavish - everything needs to be seen as duplicable
  - Stick with some On Guard apples, Peppermint or Wild Orange bliss balls/fudge/raw chocolate and some nice carafes of water with Lemon or Lime and make the pictures inviting with some chopped up lemon etc. in the water

*"Hey everybody! I'm just making up some yummy treats to share with you all.*

*Have a look at these delicious <insert snacks and drinks>*

*See you all at 7. Love <insert your name here>"*





## Closing the Class/Enrolment Process

Practice and teach yourself the following script until it rolls off the tongue without having to think about it.

*"So, let me ask you... Now that you have experienced these essential oils and learned more about their power as well as their safety, would you be open to using the products?"*

(Now you wait quietly for the positive response to come forth.)

*"Ok, that's great and to be honest that's what we usually hear. So, by the end of this workshop you will all have your own wholesale account so that you can go home and begin using these oils in your everyday life."*

or:

*"Ok great! So, this is the fun part! You all get to go home with your own wholesale account so that you too will be able to open your box of essential oils and use them in your everyday life."*

*"dōTERRA make this simple; you have 2 options to open your wholesale account:*

- *\$35 then choose your oils plus \$9.95 shipping when it is under \$300 in product and you are done!*
- *The second option, which is what we did and what I find the most intelligent, is to choose a kit. We began with the Home Essentials Kit; it has 10 of the basic everyday oils you need to begin your journey - they support you with sleep, immune system, energy, focus, foodie oils, cleaning oils etc.*
- *When you choose a kit you do not pay \$35, just the kit price and your shipping, which you get back in shipping credits (\$12.95 for the Home Essentials Kit = 13 shipping credits to use on free product) and as you order monthly you get your shipping credits to use for free product."*

*"If you have a look at this page (hold it up) we have some beautiful kits you can start with. These two top kits are great starter kits and have the oils I covered today and will serve you in most of your daily needs. They have the same oils in them, the difference between them is this – (now hold a 5ml and a 15ml essential oil, it does not matter which oils you show!) the **Essential Collection Kit has 5ml bottles** (hold up the 5ml bottle) and the **Home Essentials Kit** which is what we started with (if it was the one you started with) **has 15ml bottles** (now hold up the 15ml bottle). So, for only \$156 more you get three times the volume of oils as well as a diffuser."*

*"I am here if any of you were too shy to ask questions in a group or if you need help with the kits and oils that are best for you. We also have (hostess) and (name of your team leaders/builders that have come to help) here to help too! Enjoy!"*

*"We are looking for teachers. If any of you could see yourself being passionate about natural solutions for health, please come and ask me."*

## Booking a Wellness Consult Script

*"So, from here the protocol is that we get together with everyone who opens their new wholesale account and do what is called a Wellness Consult. Now the Wellness Consult is designed to do 3 things:*

- 1. Show you the different ways to use the oils in your kit*
- 2. Show you how to use the oils to provide support with your body's natural state of health*
- 3. How to use your oils safely*

*So, I will give you a call over the next few days to book that in, or you can book it in with me before you leave tonight."*

## Booking More Classes and Helping People Get Their Oils for Free

### **Converting product lovers to part time sharers.**

Call them up personally and say:

*"Hi Jenny, it's Sue Smith. I was just giving you a call to touch base with you. I know we haven't spoken in a while but, how are you?"*

(Let them respond and ask some questions that will encourage them to expand on their answers.

Respond genuinely and have a reconnect before moving on to the reason for your call.)

*"So, the reason I called was that I was online the other day looking at my growing dōTERRA team and I noticed that you have been ordering pretty much every single month. I guess you must be really loving using the oils?"*

(Pause for a response and let them tell you their product stories. If they don't offer one up, ask which is their favourite, then ask why and how they use it. Ideally you want to hear how something has changed for them using the oils).

*"So, it's been bugging me for a few days, so I thought I would just call you up to tell you something. Most people on my tree order every month and a lot of them get their oils for free but you don't and that's kind of annoying me so I just felt I should call you up to tell you."*

(They will generally ask at this point... "How do you get them for free? What do I have to do?")

*"So, I get that you don't necessarily want to do this as a business like me and probably feel like you wouldn't have the time to add something else on your plate but so many of my friends just host a class once in a while for people that they love and care for that they know could benefit like they are from using natural solutions instead of adding toxicity. You don't need to teach the class or know anything more about the oils than you do already. I will come and do that for you. So, when people want to try the oils and you know they will right!?!... we pop them in under you and when they join you get a percentage of that credited to your*

*dōTERRA account so you can use that to pay for your oils instead of your credit card. It's so easy and apart from having heaps of fun with the class you really can make a huge difference to someone's life. So, would you be open to getting your orders paid for? Cool, when can we do a class for you, beautiful?"*

