

Sales Guide

Your roadmap to finding customers and building residual income



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He who has overcome his fears will truly be free.

ARISTOTLE



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The Fear of Selling

FEAR – **F**alse **E**vidence **A**ppearing **R**eal

A negative emotion that produces
a negative result.

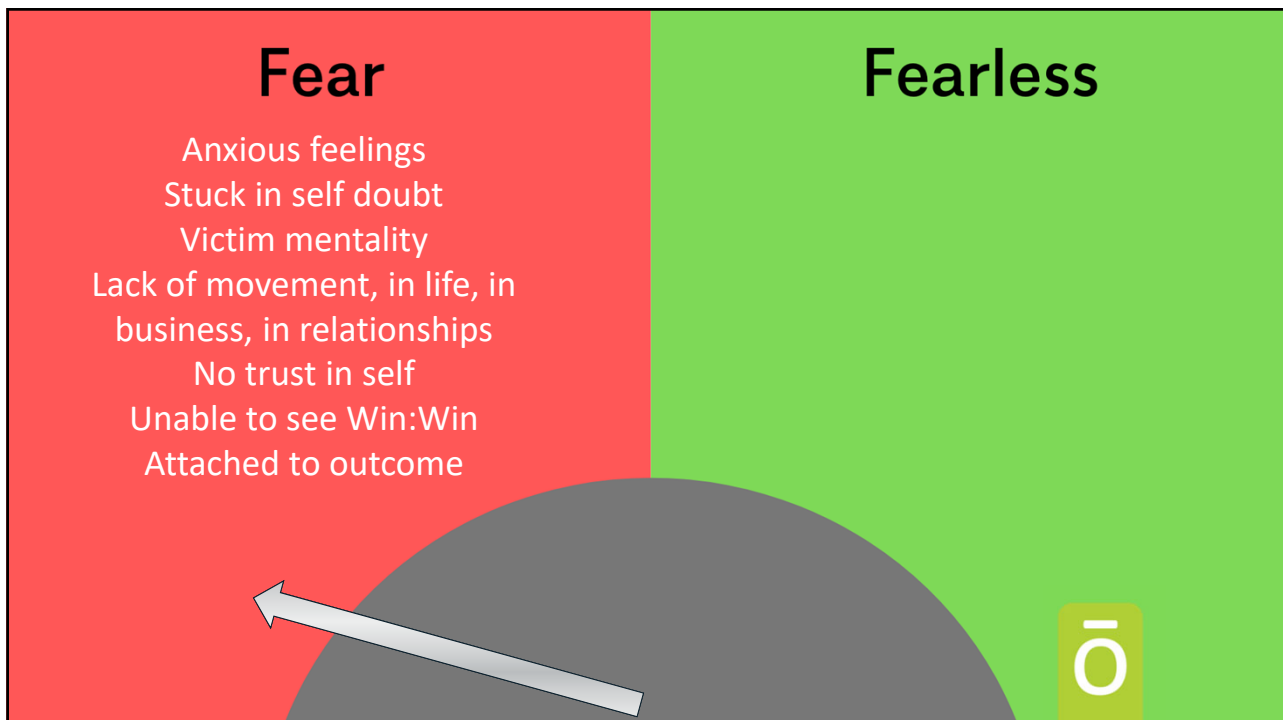


*“Sales are contingent upon the **attitude of the salesman** – not the attitude of the prospect.”*

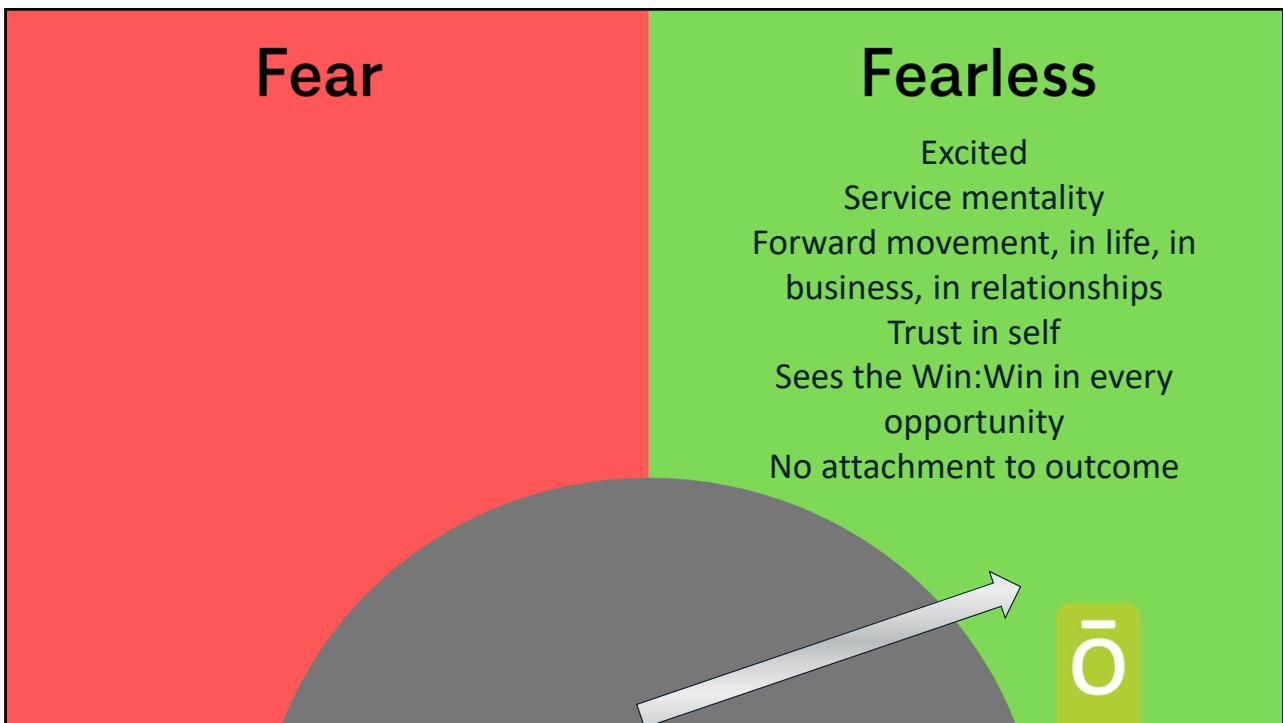
— W. Clement Stone



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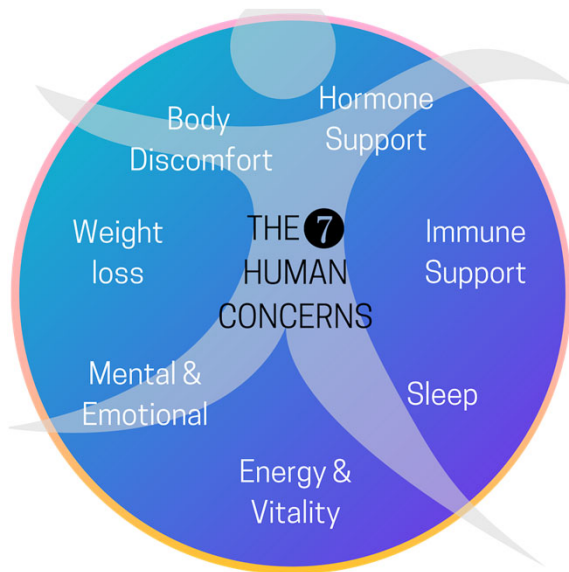


Everything you want is on the other side of fear.

JACK CANFIELD



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*The 7 Areas
of Human
Concern*



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Connect



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What is the doTERRA Sales

Cycle?

1. Connect
2. Invite
3. Introduce
4. Educate
5. Close
6. Enrol
7. Answer objections
8. Gather referrals
9. Follow up

Pair these steps with PIPES.



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The Front End

1. Connect
2. Invite
3. Introduce
4. Educate



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Why is the doTERRA Sales Cycle Important?

- It's authentic
- It has integrity
- Shows compassion
- Solutions driven



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<h2>Ice</h2> <p>Cold contact – no movement, no common ground.</p> 	<h2>Thaw</h2> <p>First few touches – relationship with contact warms.</p> 	<h2>Melt</h2> <p>Opportunity for bringing up the doTERRA wellness lifestyle opens.</p> 	<h2>Steam</h2> <p>Contact rises to meet you as they see the need between their present reality and their desired lifestyle.</p> 
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Connect

- Connect with 2 people per day
- Warm market
- Re-connections from your past – it’s not a sales pitch!
- BUILD AUTHENTIC RELATIONSHIPS - to strengthen trust

Value given for value received





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Value Given for Value Received



- Making sure, in all engagements, in all things, with all people, that there is an equal value of exchange.
- When there is a winner and a loser in a relationship, the relationship isn't sustainable
- In this way you will be able to attract, build, maintain and keep wonderful, giving, loving, mutually beneficial and respectful relationships... FOR EVER



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You drive the contact... *always*

ALWAYS KEEP THE NEXT CONTACT IN YOUR HANDS

If you have used permission based marketing – “would you be open to”, then...

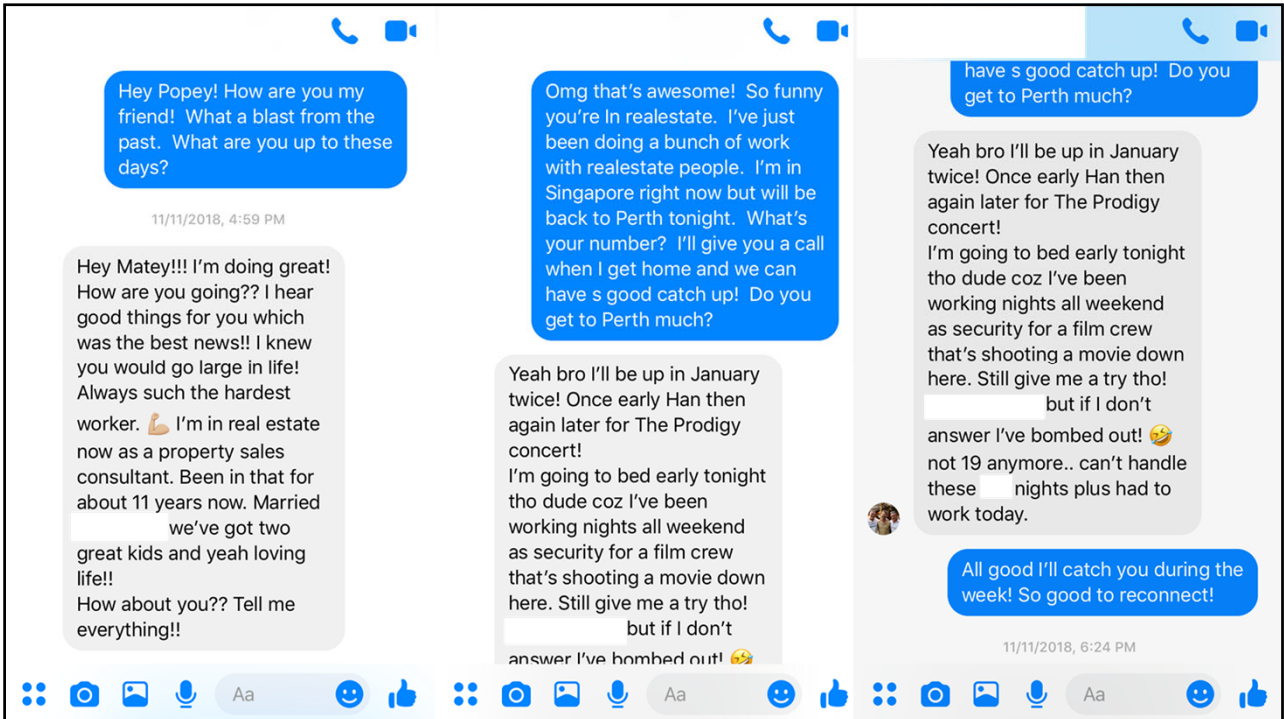
They are expecting it

They are OK with it

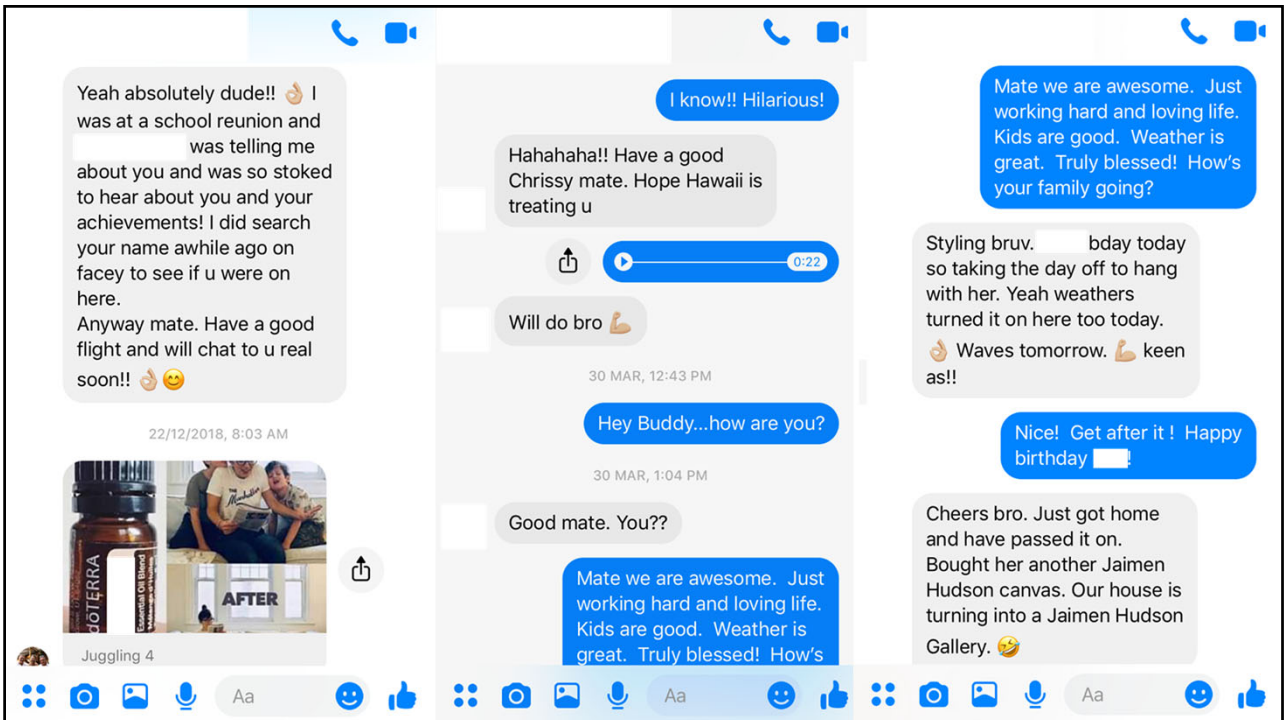
So when it comes, there is no issue



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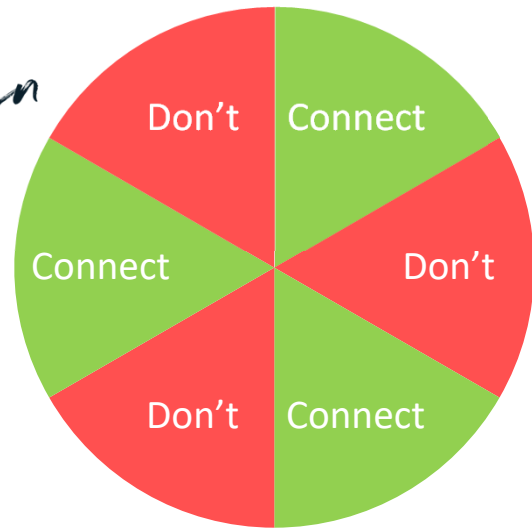
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Going for Win-Win

- When you hesitate, someone loses
- When you take action, everyone has a chance to win



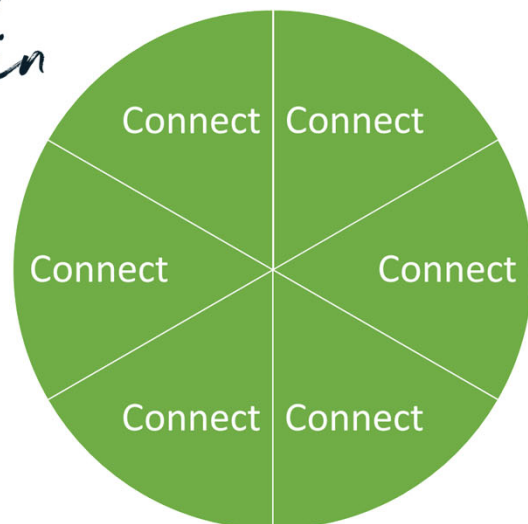
"Are you open to..."



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Going for Win-Win

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"Are you open to..."



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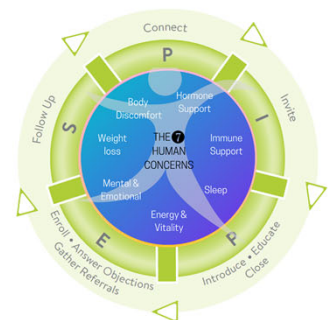
1. Invite



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Invite

- NATO – no attachment to outcome
 - Connecting to everyone reduces your attachment to outcome
- Listen to their concerns
- Sample and invite intelligently
- Create relevance



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2. Introduce

Presenting Powerfully



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Introduce - Presenting Powerfully

CARE

- PROACTIVE MEDICAL CARE
- SELF CARE
- REDUCE TOXIC LOAD

LIFESTYLE

- REST & RELAXATION
- EXERCISE
- EAT RIGHT

One way to get people to connect with their need to make changes is to get them to rate themselves where they are now and where they would like to be to highlight the discrepancy.

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Introduce - Presenting Powerfully

- Another method you might use is to ask:
"How's life going?"
- Identify the gap
"Apart from money, what would you like to be experiencing more of?"
"Other than day-to-day dramas, what would you like to experience less of?"
- Tell a story that sells the solution
"If I could show you a way to support yourself with that challenge naturally, would you be at least open to giving it a try?"
 - Wait for a response!



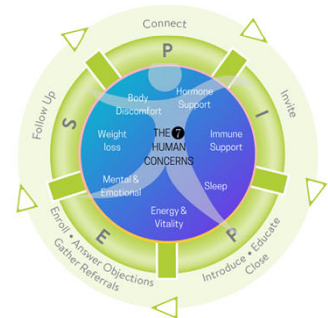
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3. Educate



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Educate



Questions are the answer!



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Help someone identify their need.



doTERRA Wellness
Advocate
=
**SOLUTIONS
PROVIDER**

Offer natural solutions that are effective and simple to use.

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*"What do you want to feel more of?
What do you want to feel less of?"*

"What can't you do that you wish you could do?"

"How is this affecting your life?"

"If I can show you something that helps xxx and is affordable, would you be open to exploring it?"

The doTERRA Wellness Lifestyle

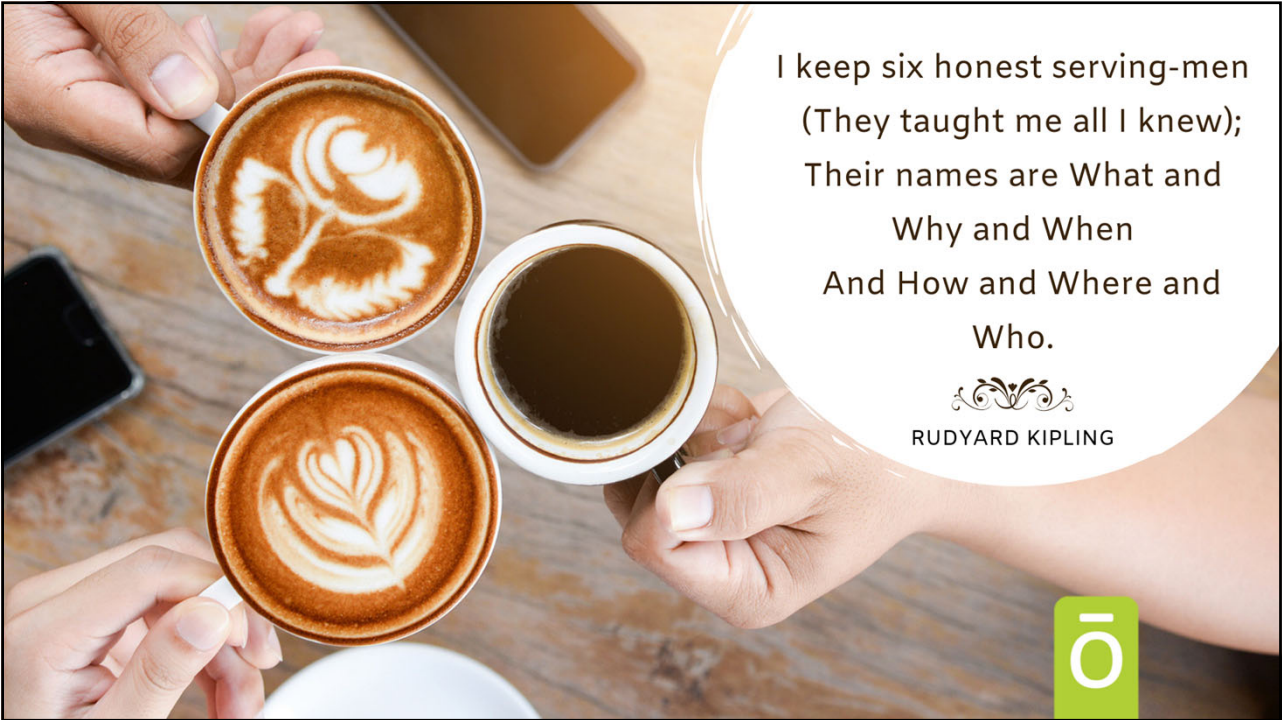
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Educate

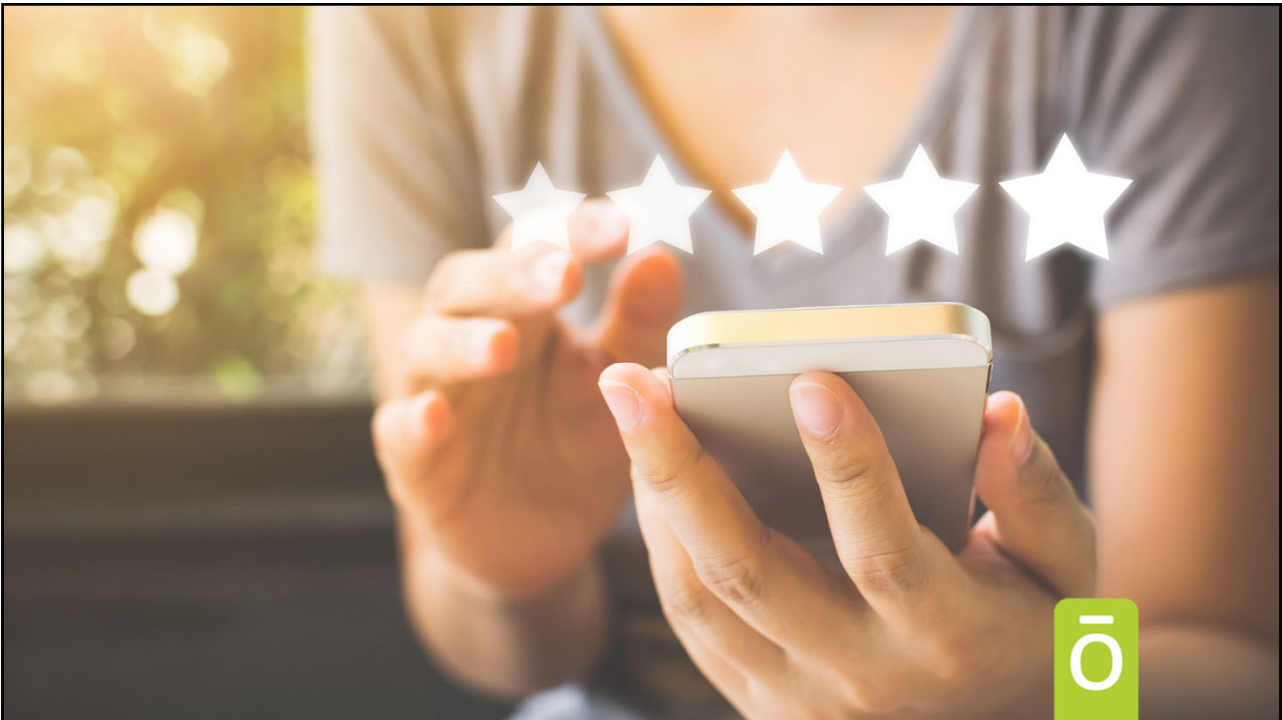
- Create experiences with the essential oils throughout the class
 - Pass around the Peppermint to wake the class up
 - Drink water infused with Lemon or Wild Orange essential oils
 - Diffuse Wild Orange and Peppermint for energizing aroma
- Link the oils demonstrated to their wellness goals

"Sally, you mentioned brain fog, especially in the afternoon, try diffusing Peppermint for that afternoon slump."

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Resources

<http://bit.ly/doterraleadership19>



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Where Do You Rate Yourself Right Now? ☆ 📁

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	A	B	C	D	E	F
1	On a scale 0 (I really need help) to 10 (I've nailed this), how do you rate yourself?					
2		26 July 2019	31 August 2019	30 September 2019	31 October 2019	
3	Connect					
4	Invite					
5	Introduce					
6	Educate					
7	Close					
8	Enroll					
9	Answer Objections					
10	Gather Referrals					
11	Follow Up					

<http://bit.ly/RateYourselfNow>



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