

‘How To Close A Class’ by Teresa Harding

Handout Key Phrases and information from ‘How To Close A Class’ Webinar

To watch the webinar, go to <http://youtube/vaAQxhyKZ3A>

STEP 1. ASSUME THE SALE

1. Each person starts with 5 Handouts

- a. Family Physician Handout (found on learnoils.me)
- b. Products Made Simple (or Tear Sheet/pad of your choice)
- c. Product Order Form (available to print at doterratools.com)
- d. Membership Made Simple (Enrollment Kit options)
- e. Wellness Advocate Enrollment Form (print from back office)

2. Explain the first 3 Handouts 3. Implement ‘AssumeTheSale’

Throughout The Class *NOTE: If you are teaching a different class using a different tear pad, simply follow this same pattern for your close, but make sure you have handouts with the pictures you will need (e.g. power of three, LRP chart, etc.)*

Key Phrases for STEP 1 “Each of you should have a packet of handouts that looks like this.” (Hold yours up) “I’m going to show you what you have in your hand.”

“This first handout is called the ‘Family Physician Handout’. I like you to have this because not everyone has an essential oils book yet so this will let you look up some ailments and get an idea what essential oils are good for different issues. Now.... You’ll notice that this sheet will only have your minor ailments on there because there isn’t room to put more major ones. So on this list you’ll find things like a cold, arthritis, ear infections, asthma..... things like that. But for more major ailments like diabetes, or lupus or serious things like cancer, you’ll need to look in the book because you won’t find those on this sheet.”

“This second sheet is simply a summary of what we’re going to cover in the class today. Sometimes it’s hard to remember everything we talk about so this is for you to take home.... It will help you remember some of the things we talked about.”

“This third handout is the price list. “There are two reasons I like to give you this handout... Number one, I can’t stand it when I go to a class and they won’t tell me the prices until the very end. You’ll notice there is a column that shows the retail price..... and one with the wholesale price. See how the wholesale price is in bold? (give them time to find it on their paper.) That’s the price you are going to want to look at because it’s the cheapest way to get the oils. Everyone buys it that way whether they want to be a consumer or if they want to build the business..... so just look at *that* price.” “The second reason I like you to have this handout is because in my experience, what I have found is that as we go through the class, there are certain ailments or oils we talk about, that you’ll find you are particularly interested in. Just make notes beside the name of that oil because, at the end of the class, it will help you remember which ones you had questions about.... Just use it as a wish list.... I know it’s tiny and there’s not a lot of space but it will help us to help you at the end....because you can buy the oils in single bottles like you see here (point to the sheet – and take your time.) but you can also buy them in kits – and when you buy them in kits, it’s actually cheaper for you. So for those of you who have essential oils you’re wanting to try....when you show me your list of oils, I might look at your list and go...’oh, if these are the oils you want..... all those oils are in this kit so it will be cheaper for you to buy it this way.’ (Say this next part as if you’re simply trying to explain...) It just helps me to help you get it for the cheapest possible price.”

“These last two handouts we’ll cover at the end of the class so don’t worry about those right now.”

STEP 2. HOW TO BUY

1. Similar to Costco
2. How to keep wholesale pricing

Key Phrases for STEP 2 “For those of you who have essential oils you are wanting to try, it’s very simple. It is very similar to Costco. There’s a \$35 enrollment fee and then you get everything at wholesale price.” ”

“In order to keep your wholesale pricing, all you have to do is buy 1 item – PAUSE – every year.”

STEP 3. LOYALTY REWARDS PROGRAM

1. Keep it clear and simple 2. Vocalize the obvious at the beginning square and the end square - go quickly through the 3 middle squares 3. If there are lots of questions afterward - it's your red flag that your explanation is unclear.

Key Phrases for STEP 3 “Now.... I’m going to show you something you are *going* to want to know about because it will save you a ton of money.”

“It’s called the Loyalty Rewards Program. It’s very similar to a frequent flyer program.”

“With doTERRA it’s 100 points a month, (pause) which is about 100 dollars depending on what you buy.”

“See these little purple and green boxes right here in the middle of your page? (give them time to find it.) Look at the first box on your left. See how it says months 1 to 3?”

“...That means that for every \$100 you buy, you are going to get \$10 back in free product credits that you can redeem any time you want.”

“Remember, you’re already getting 25% off of retail. This is an ADDITIONAL 10% off.”

For the 3 middle ‘squares’ in the LRP chart, go through it quickly like this.... “The next 3 months it goes up to 15%, the next 3 months it goes to 20%, then 25% (Be pointing to the squares in the chart as you talk –

and go slow enough for them to find it on their paper.) and after your first year (clearly point to the line between the 25% and the 30%) it goes up to *30% BACK!* (Then repeat the two comments you made for square 1 with the 10%.....) “I’ve been doing this for a while, so that means every 100 dollars I buy, I am getting 30% back in free product credits that I can redeem any time I want.” “Remember, you’re already getting 25% off of retail. This is an ADDITIONAL 10% off.”

STEP 4. BUSINESS

1. Tell them you are going to talk about the business.
2. Tell them *how long* you will talk about the business.
3. Be simple and clear.
4. Use the words, ‘**share**’ and ‘**want**’.
5. Show them the last two handouts and show them what to do.

People want to know what to do!

Key Phrases for STEP 4

“Before we end, I want to talk to you for a minute about the business. I take just **2** minutes on this – and I (smile) *really do take 2 minutes*. Now, I know this isn’t a business class, but there are 2 reasons I like to share this with you. First of all, because there are a few of you who are interested in the business, and secondly, because in my experience, what I have found is that as you learn how to use the essential oils, you WILL share them. When the oils work for your migraine, what do you think you’re going to do when your friend or your sister, or your grandma, comes to you with a migraine? You’re going to say, ‘OH, MY GOODNESS... YOU HAVE TO TRY THESE’. So it’s helpful for you to understand a little bit about how this works. ” (As you go through this part, have everyone follow along on the power of 3 chart and point to it as you go. Give them enough time to find it on their paper each time. Point out colors so it’s easy for them to find. Go slow enough!) “If this little purple guy is you (pause) and you are doing that 100

dollars a month... Once you have **shared** the oils with three people (pause) who **want** to do that 100 dollars a month, (pause) now you are getting a \$50 bonus, and this is on top of your regular paycheck.” (Repeat for the next 2 levels of Power of 3 as follows....). “Once each of these 3 light blue guys (pause) have **shared** the oils with 3 people each (pause) who **want** to do the 100 dollars a month (pause) now you are getting 250 dollars a month which is really nice, because now you are more than paying for the oils you’re buying.”

“Once each of these 9 dark blue guys (pause) have **shared** the oils with 3 people each (pause) who **want** to do that 100 dollars a month, now you are at a 1500 dollar bonus which is huge!”

“For most families, (pause) that is a significant increase to their finances.”

“The last thing I want to show you is your last two handouts. (hold up handout number 4 – Membership Made Simple) This handout is just some pictures of some of the different kits doTERRA has. It’s easier to be able to see what’s in the kits and I like having the pictures – so you can look through that.”

“And this last handout (hold it up) is the enrollment form.”

“For those of you who have essential oils you’re wanting to try, what you’ll want to do is to start filling out this form. Now, see this purple line in the middle (pause and give them time to find the purple line) just fill out everything below that line. It’s almost the exact same information you would fill out if you were going to buy something online.... Just make sure all the highlighted boxes are filled in.”

“This top part (point to the top half of the enrollment form) is just what oils you want and we’ll help you with that.”

“Now we’re going to go around and help you with your questions...help you with the ailments you want to know more about.”

STEP 5. RECIPE

1. TELL THEM EVERY OIL YOU WOULD USE IF IT WAS YOU! 2. Write down each of their ailments separately and list the oils for that ailment. 3. Add up the dollar amount of each 'section' or ailment separately. 4. SILENCE while they're deciding! It is not your decision.

Key Phrases for STEP 5 "Now we're going to go around and help you with your questions...help you figure out the ailments you want to know about."

-WHEN YOU'RE HELPING THEM AFTER CLASS – "What are we working on?" OR "What ailments are you wanting more information on?"

KEY PHRASE (If they're worried about \$) (slow down on this part. This is where you are caring about them!) "Okay, there are a couple of different things we can do....you can either start with one or two of the ailments that are the most important to you...or we can just pick one or two of the oils for *each* of these ailments....and that way you can start working a little bit on all of these issues....then we can set up that Loyalty Rewards Program we talked about.... so that each month you can add some more of these oils until you have everything you need...."

STEP 6. FOLLOW UP

1. Care about how they're doing... 2. Let them know that you'll be calling them and why.

Key Phrases for STEP 6 "You should get your oils in about 4-5 days or so, so I'll give you a call to make sure you got everything okay...."

"How is your son's shoulder pain?" ...

(When you call them to see if they got their oils, make sure you teach them exactly how to use them for the ailment they're working on.

After you've set up a protocol with them and you're sure they feel confident what to do, again make sure they know you'll be calling again and why.)

“Okay, so try the deep blue and I'll give you a call in a couple of days to see how it's going. If we're not seeing results like we would expect, we'll figure out what we need to do.”

Summary

1. Assume the sale
2. How to buy
3. Loyalty Rewards Program
4. Business
5. Recipe
6. Follow Up

***Be sure to watch the entire webinar. Listen closely to the way she says her Key Phrases. TAKE NOTES. If you take notes, the more likely you are to remember the information! Teresa mentions that if you are training someone on this, do not make the handout readily available. You need to hear the way Key phrases are spoken, and the WHY behind each one.