

“Effective Sampling”



The most wonderful thing about our business is that we have an opportunity to reach out and help people with health-related issues. We offer FREE samples and then follow this up within a few days following a very simple and effective system.

The purpose of this document is to help you to become familiar with what you need to know and do for this to be effective for you.

There are the 3 main videos which explains all about sampling. It is well worth setting some time aside and watching all the way through. It is so important to take the time to do this.



Avoid the common mistakes people make when doing sampling! Before you do any sampling please watch this video! https://youtu.be/dRp5ltlw1_8 24 mins

Effective Sampling 1



Effective Sampling 1 - <https://youtu.be/M5NMqxtD9QM> view time 34 minutes

Effective Sampling 2



Effective Sampling 2 - <https://youtu.be/6Qy6ZYFNHOs> view time 47 minutes

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Making up your samples



- **You only need to put 8-10 drops out of your oil bottle into the sample vial.** A quick way to do this is count them into one vial, see how much it is with in the vial then for speed use a little pipette as shown in the photo to fill up your other vials much faster!
- **IMPORTANT:** When your customer is using the sample, 3 drops from this small vial is equivalent to 1 drop from your bigger bottle!
- **The pipettes can be purchased on ebay. You get a quantity for less than £5.** Put a little sticker on the pipette so you know which one you use for which oil so you don't contaminate the samples!
- **Put your id stickers that came in your welcome pack onto the relevant bottles.**

Fractionated Coconut Oil [Carrier Oil]



You will need some fractionated coconut oil [carrier oil] order some from doTERRA When you give someone a sample it is a good idea to put some in a separate vial for them.

2 x reasons why.

1 – In the safety instructions sheet it recommends if someone gets any oil in their eyes NOT to use water and to simply to use carrier oil.

2 x People who have sensitive skin we say use carrier oil, or if it's to be used on children a carrier oil must be used first then the essential oil applied. The reality is most people will be unlikely to have carrier oil (pure, liquid form, non-scented) in the house so it makes sense to provide some.

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Safety/Instructions Sheet – It is essential to be responsible when giving out samples and this sheet makes it easy for you.



Click on the link to view and download: <http://docdro.id/HbcHq7i>

You can write the oils you give them in the box, and highlight safety info, write on any instructions for application i.e. 2 drops rub onto the back of your neck etc. Put your contact number at the bottom.

You can write their name and contact number on this sheet and the date you dropped it off or posted it and take a photocopy of it BEFORE you post it. This keeps a nice record of your own activity.

What are Essential Oils Leaflet? This leaflet was created to help the potential customer and YOU. The leaflet can be folded as such that it makes a little booklet. You can print off yourself or it can be ordered from the printer below



When you send a sample in the post you are not able to communicate what essential oils actually are, or why they are so powerful, and what makes our doTERRA oils so very special.

It was designed to be clear, concise, uncluttered and to assist you in adding value.

Even if you were handing the sample to someone in person, you may not be confident enough to explain much at first, so this is great as it does the job for you!

Click on the link to view and download it will print an A4 that when folded will make a little booklet: <http://docdro.id/sMG5puI>

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Optional:

1, Organza style bag to put samples in! It's not Essential but it is a nice little touch you can purchase on Ebay.



Click to view on Amazon: <http://amzn.eu/1K7FG8n>

2, I like to include a Reference leaflet, only because it lets potential customers see the many different ailments that our oils may be able to help with, they may express a further interest in something else! It's not essential just a nice little touch!

You can purchase these cards from: <https://www.essentialoilsupplies.co.uk/> £12.00 for 25,
The link below takes you specifically to the reference leaflet.

<https://www.essentialoilsupplies.co.uk/product/essential-knowledge-series-quick-reference-z-card-pk-25/>

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This is my pack ready to post [excuse the pipette it sneaked in the picture!] Here is a link to Amazon to purchase padded envelopes <http://amzn.eu/61hwtVp>



What to say to people who you want to give a sample to?

Sampling Phrases

The most important thing to remember is that these are just suggestions. The best way is always the most natural way for you. As you get out there and talk to as many people as you can, you will soon find what feels best to you. Just be genuine and focus on helping others and it will flow. If someone is not interested in natural medicine or the oils then don't push it. Our job is to invite people to try them, not to force them onto them! I have had experiences when people are not that interested in trying a sample at first but can come back later, especially if they suddenly get sick! Nothing is ever lost by sharing the oils with people as long as you are doing it naturally, you never know what will come from it!

1. When someone you know has an ailment you know about:
Hi Sienna (talk to them a bit first then when it feels right).....I've been using essential oils to help with my hay fever and back pain, they have been incredible and are really working! I was thinking they could help with your headache. I can give you a sample to try if you would like?
2. When someone you don't know has an ailment:
They have just told you they have a really bad chest infection and are finding it difficult to breathe!
You: "I'm really sorry to hear that, are you open to natural medicine at all? I have been using essential oils to help with a variety of things, including colds and infections. If you would like, I can give you a sample for you to try with your chest infection. There is a wonderful essential oil blend which is really effective at opening up your chest and helping you breathe more easily."
3. When you approach someone you know but who does not have an obvious ailment:
"Hi Sophia, how are you? [Chat and then when it feels right!] I often bring up that I have been using essential oils and see if they bite! You can then easily lead into offering them a sample..... Are you open to natural medicine at all? I have been using essential oils to help with so many things. I used it to get rid of my tonsillitis the other week and my mum has been using them to help balance her blood pressure. They are incredible and now I literally can't stop talking about them because they are such a great alternative to....."
Rebecca Bowles

View - download/print: <http://docdro.id/yUMBC6L>

VERY IMPORTANT

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1 – Don’t send out a sample if you’ve only communicated digitally! Always ask for their number and say we need to speak briefly on the phone before we post. [We need to make sure they have been qualified properly!]

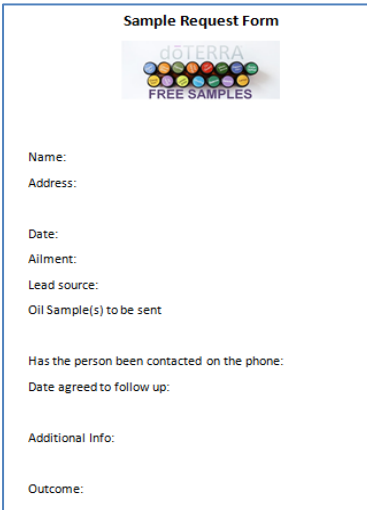
We MUST qualify people to ensure we are sending the right oil for their condition, identify that they are genuine and not just looking to get FREEBIES! We need to mention that we are providing this service to introduce people to our essential oils as we are expanding our business. Just clarify we will send them a sample and we will follow up in a few days to see how they got on? Hoping they have enjoyed a positive experience so we can then discuss with them how they can purchase the oils from us.

Some people may choose to approach sampling a little fluffier... you may find you get more frustrated when you are pushing samples on to people who are not too motivated and are slow to try the oils, you can never reach them, and you never hear from them again!

We are helping people but we are also running a business.

After you send the Samples – Send them a message on or around the time you would reasonably expect the package to arrive, either my text or by messenger to enquire if the sample has been safely received? This communication is very important, firstly it is great customer service, and it again keeps the flow moving along. When the client confirms back, you can easily reply “That’s great I will ring you on.... good luck”

Make sure you are really organised by filling in your Sample Request Form



The image shows a 'Sample Request Form' with the following fields:

- Name:
- Address:
- Date:
- Allment:
- Lead source:
- Oil Sample(s) to be sent
- Has the person been contacted on the phone:
- Date agreed to follow up:
- Additional Info:
- Outcome:

Click to view and download: <http://docdro.id/s08iWbl>

The FOLLOW UP!

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This is THE MOST IMPORTANT PART! We have an expression, the FORTUNE IS IN THE FOLLOW UP!

IMPORTANT: Please do not be tempted to give the price of the oil over the phone if the client asks “How much is the Oil” The system is to say; “We have different ways you can purchase the oils, including getting up to 25% off, doTERRA are very different to other companies, we’re not just looking to sell people oils, we provide FREE education, we run a FREE online class where we talk about how to use Essential Oils safely and effectively as our oils are very potent, we explain how the oils can be used to support different health conditions, including how to use them for preventative healthcare... it’s an amazing online class... we run these 7 days a week... the next two are on..... which one of these would work best for you?

If you just sell 1 oil to the person you are doing them and you a disservice. By inviting them onto a class you are providing essential information that they will get huge value from and this is the KEY to you effectively sampling and building a doTERRA business.

So please remain in control and don’t allow the customer to be. To build a doTERRA business, at very least you need Wholesale Customers and Business builders, this will not happen if you just sell single oils at retail prices because you are not confident on how to progress to the next stage. Your confidence will grow by experience in following the system.

Despite our products being AMAZING, people live busy lives so don’t expect them to ring you back! You MUST be organised and you MUST ring them back until you get to speak with them.

Positive Experience

The next step is to do one of the following *see point 3 for utilising social media

- 1- **Invite them to a Physical class** [small informal gathering at your own house usually] WE MUST EXPOSE THE POTENTIAL CUSTOMER TO MORE than just the sample. The Classes work EXCELLENT 80% who attend after enjoying a positive experience, get started! This is effective use of your time. PLEASE WATCH THE VIDEOS on Holding a class

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Holding a Class



Holding an offline Class: <https://youtu.be/Pv1CGTw-Yew> View Time 60 mins

6 Things Never to Say at a Class



Six Things to NEVER say in a class offline or online:

<https://youtu.be/B6GjDknWiuY> 9 mins

2 - The Option to doing a class is to arrange a ONE ON ONE with the person instead –This is also effective as you can make it much more personal for the person. It is effectively the same information.

3 – Our Online Intro to Oils Class – this is the most effective way to introduce people to doTERRA. We run classes 7 days per week online to help and support you. You can find out more about them on our team resource site.

