

Structure The call

- Open The call
- Set an Agenda
- Ask Questions
- Present information
- Close

Open The Call: **Be warm and friendly**

- Hi Can I speak toplease? Hi this is Neil Young from Essential Oils Worldwide you responded to an advert on Facebook do you remember?
- A) Yes
- Great...

Set An Agenda: **You MUST take control of the call**

- Q) The reason for the call is to give you the information you requested; I just need to ask you a couple of questions; is that ok?
- A) Yes

- **Ask Questions: **Make it relaxed and conversational****
- **Q) Was there anything in particular that made you respond to the advert. Or, What is your experience of Essential Oils.....?**
- A) I have always been interested in essential oils...
- Q) Great, which ones have you used previously?
- A)Lavender, Tea tree, etc

Ask Questions continued

- Find out how long they have been using them; and what their experience is; what things have they used the oils for?
- *Now they are relaxed and opening up and you are building rapport, they feel comfortable talking to you.*
- Did you manage to find time to look at any of the videos on the page/website?

Ask Questions Continued

- Q) What was the best thing you could see in the video(s) from your point of view?
- A) The purity/quality of the Oils, or testing, or ingesting, or all the different ailments
- *Any positive feedback here is a really strong buying signal.*
- Q) You responded to an advert about developing an income with essential oils; is that of interest to you as well?
- A)YES definitely!

- Q) What is your current work situation?
- A) Part time with kids or Full time with kids
- Q) Do you have a partner ? What do they do?
- Children?
- *Etc Find out about their attitudes to work etc ..are they looking for 2nd income or an alternative career?*

Present Information (be assumptive)

- Thanks for the info the next step is to provide you with more detailed information and we do that on an **Online Introductory Essential Oils Class**, where we introduce you to 10 core Oils (we have 120 in total so we cannot do them all in one go) we explain the benefits of the oils; how to use the oils safely and effectively. We also cover how to obtain them because there are different ways of buying them, then we show the business model and our support programme; (we have an amazing support system). It takes about 45 mins for the Oils and about 15 mins for the business and support, so an hour in total...

Gain Commitment/Close- Use your Scheduler

- Let me just see when I can do the next one...
- Would you prefer daytime or evening?
- I can do Tues; is morning or afternoon best for you?
- Great I can do Tues at 11am; that is all booked. I will send you an email confirmation with 2 links, when you click the first one it downloads a free app on to your device which allows us to share the screen. It works on a laptop pc or a tablet rather than a phone. Do you have one?
- A) Yes

Conclusion

- Open The Call (be warm, friendly)
- Set an Agenda (you must take control)
- Ask Questions (Open questions.....&...Listen)
- Present Information (Be brief)
- Close (always assume they want and need the appointment)
- You should have identified what made them respond, (their emotional motivation) what they thought of videos (buying signals), 2 to 3 health issues, (emotional needs) specific income employment (aspiration) etc.