



CLOSING!! - We often hear team members say, 'How can I get better at closing a prospect after a class'?

Closing is the easiest part of the whole process. It is imperative to understand that usually it's not the close that is the most important but all the stages before:

Your friendliness in your first digital communication, the phone call and identifying why they replied to the advert, developing rapport, inviting them onto the 'Intro to Oils Zoom Class' plus any additional information you send them after the call that may add value and relevance following your conversation and leading up to the class. These are typically one of the videos from the 'Promotional Video's page on the main team resource site. Making sure you send a friendly reminder on WhatsApp on the day of the class, this may also be a brief audio message through WhatsApp etc. It all helps to maintain the flow of efficiency and is helping you to continue to build on the relationship.

The follow-up should be on Zoom, this is an opportunity to build on the back of everything that has gone before, so be enthusiastic and friendly just like before. The reason why we say to ideally do this follow up on zoom is as follows:

- 1- They have just attended a zoom class, so it is an easy suggestion for you to make to do the follow up this way as it will increase the probability that they will join you.
- 2- We want to be able to share our screen with them to show them information that will remind them - reassure them – and then hopefully if they want to go ahead you can register them there and then! (if you are new your sponsor will help you with this follow up call)

After the initial it's lovely to meet you, **ask them; 'what was the best thing about the class from their point of view?'** When they tell you, this is reaffirming the reasons why they need doTERRA! Then, after the positive feedback about the class you can ask them if they have any questions you can answer for them? **I always like to get them to confirm what they are interested in, a Wholesale Customer or a Wellness Advocate?**

This now provides the opportunity for you to REASSURE THEM of the relevant ongoing help and support they will receive!

- 1- Share your screen show them the team Facebook Group and let them see all the other people joining and the lovely welcome messages etc, explain this is a wonderful community of essential oil enthusiasts who all support each other!
- 2- Show them the New Member Induction section so that they see we have firm tracks for them to run on, (do not go into detail just let them glance it)
- 3- Let them see the slide from the class that shows the 'Continued Education' that they will have access to for FREE!
- 4- If they are interested in being a Wellness Advocate, you can let them glance some of the other the other resources they will have access to, and again an opportunity to reassure them that we will work with them and help them with every step.

The most important factors are; if they like you (rapport) like the product/ opportunity and they understand that they will get support; they buy the kit.

The NEXT STEP is VITALLY IMPORTANT: You must ask them 'do you want to get started?' It really is that simple!

A lot of people fall into the trap of NOT asking "do you want to give it a go? Or Are you ready to get happily involved? **YOU MUST ASK!**

- 1- The reality is some will get started straight away.
- 2- Some will want to go ahead but do not have the funds available just now (pipeline them)
- 3- Some will want to think about it and get back to you (pipeline)
- 4- Some wont ever be seen again!!

It's just a numbers game, and the more you play the better you get and the more you win!

We always assume they want to go ahead with the HOME ESSENTIALS kit... it's the BEST value, so when they have confirmed they want to go ahead I always say, on the class you will recall the HE kit comes with the 10 x core oils, it has 3 times the amount of oils being in 15 ml bottles, and it comes with the diffuser, budget permitting this is by far the best kit to get started with, **is this the kit you are wanting to go ahead with? They may ask you about the kits so it's a good idea to have access to the presentation slides so you can screen share this page! (you can download from the resource site)**

It may be that they say they can't afford that and because of budget they will start with the Family essential Kit... (with 5 ml bottles) it happens... as long as you have pointed out the value, and they appreciate what you have said then it will be their decision. We NEVER get people registered without oils! They have NOTHING to look forward to! It is a BIG NO NO!

Remember, people will follow you if YOU APPEAR CONFIDENT AND SURE OF YOURSELF. How do you do that? Practice, keep doing it until you can do it in your sleep! The better you get the better your results will get!

So, the work starts from the very first communication... people buy people... so WORK HARD ON THIS BIT... the presentation works its own magic... **your confidence and reassurance to them of the SYSTEMS we have in place IS KEY...**

Again to reiterate, NEVER be afraid after you have reassured them to ASK if they want to go ahead... **you can't put all this work in and not ask!!**

The more you practise the better you get.. LEARN ON THE JOB... we all have too... you cannot ride a bike just theoretically, you have to get on.. It is inevitable as you start to pedal you will wobble a bit!! Keep pedalling!

Try to get at least 25 leads + per week and increase this moving forward, but it's not just about the quantity it's about your efficiency!