

## **Prospect – thinks the oils are expensive! Here is my reply to help you understand how to deal with similar situations**

**Prospect:** Hi Pete thanks for your message. Yes, I have heard of doTERRA I don't use them with clients as it would work out pricey to be honest

### **My Reply:**

Hi, because essential oils operate in an unregulated industry i.e. anyone can label their oil as 100% pure and it is only legally required to contain 8% purity 97% of oils that are sold are adulterated or engineered...

The majority of people don't get to experience 'Therapeutic Grade' because doTERRA oils are the purest in the world and they are in the top 1% they are naturally more expensive being 100% pure, they also provide the benefits our customers are looking for which is the prime objective.

Because you only need 1 or 2 drops owing to how potent they are, they last for a long time providing great value.

Also, customers can open their own account and get 25% OFF the entire range, they can also increase this up to 55% over 13 months! So our oils can be VERY cost effective indeed.

It's interesting to know that the average re-order from a customer NOT using doTERRA is typically 12-20% maximum, so most customers make a purchase and rarely re-order... WHY? because the product doesn't do what people want it to do!

...In doTERRA our customer re-order rate is 68% globally, I believe this speaks volumes!

Here is a 3-minute video from our chief medical officer validating how our oils are the most tested - trusted and purest in the world - it is very educational and shows you what testing we do!  
[https://youtu.be/9sF\\_VPfYIMo](https://youtu.be/9sF_VPfYIMo)

Would you be interested in chatting further about how we can help? it would be my pleasure, hope to hear back from you soon. Pete