

Sampling Flowchart

Effective sampling gives a prospect the experience they need to justify enrolling and using doTERRA in their life.

This sampling method is all about touches and exposure. Every touch increases trust and adds to their experience with doTERRA. When someone has been sampled well, they come to a class not to learn about oils, but to decide what they want to get.

Preface each sample with this:

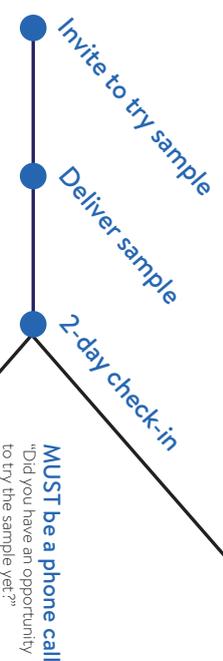
"Trying natural products is similar to trying traditional remedies. If something doesn't work, you don't decide to stay stuck; you try something else until you find what works. And when we've found what works for you, we'll have found a safer, natural, cost-effective way to help you with your -----"

INVITE to a class

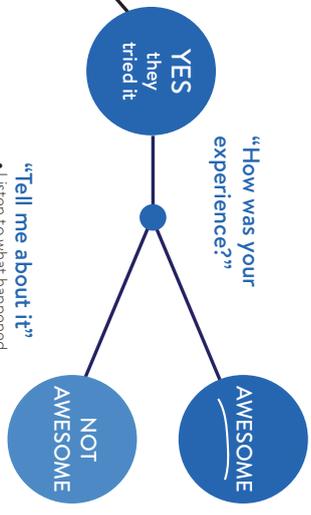
Invite to a Class - "If you think ----- is awesome, that's just the tip of the iceberg. I can't even tell you how many amazing things there are to help you with any health need. I have a class on ----- or ----- and I want you to come. Which works best for you?"

Call 2 days before
"I'm excited to see you!"

Text 2 hours before
"I've got a surprise for you."



- Sampling Keys**
- Sample ONE need
 - Give a 2-day supply (15 drops)
 - Sample their easiest health priority
 - Show them how to use it
 - Tell them you'll call in 2 days



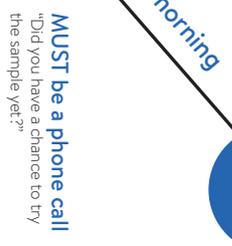
- "Tell me about it!"**
- Listen to what happened.
 - Restate their experience.
 - "Here's what we're going to do: You're being patient with this process, so I'm going to keep trying things until we find what works. And when we do, we'll have found a safer, natural, and cost-effective way to help you with your -----"
 - **Give them a new sample.**



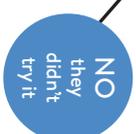
Redirect

Call in the morning

"Here's what we're going to do..." (Give them instructions to use their sample that day/evening, and let them know you'll call in the morning.)



- "Tell me about it!"**
- Listen to what happened.
 - Restate their experience.
 - "Here's what we're going to do: You're being patient with this process, so I'm going to be patient with you. We're going to keep trying things until we find what works. And when we do, we'll have found a safer, natural, and cost-effective way to help you with your -----"
 - **Give them a new sample.**



"Here's what we're going to do..." Have them get the sample and try it right then.

Invite someone to a class when they've had a "YES, this is AWESOME!" experience. They'll already know they want doTERRA.