**“How to Close any Class!”**

**Class Outline & Key Phrases**

**STEP 1. ASSUME that everyone wants to get what you have to offer.**

1. Each person starts with a packet of 5 Handouts:

a. Handout you create and customize covering the oils or products being covered at the class (using compliant language) or a Tear Pad on the class topic can be used in an intimate class setting where you know your audience. (Tear pads can be purchased at aromatools.com or oillife.com)

b. Product List – Wholesale (Price list) (<https://www.doterra.com/US/en/forms> )

c. Wellness Advocate Agreement Form aka the enrollment form (<https://www.doterra.com/US/en/forms> )

d. Loyalty Rewards and Intro to the Business Flyer (@handouts in Oil-Ninja.com site)

d. e. Current Enrollment Kit Options (<https://www.doterra.com/US/en/flyers> )

2. Explain the 5 Handouts

3. Implement ‘Assume The Sale’ Throughout The Class

*NOTE: If you are teaching a different class using a different tear pad, simply follow this same pattern for your close, but make sure you have handouts you will need pertaining to the class theme.*

 Key Phrases for STEP 1

*(hostess welcomes everyone and introduces you. You greet everyone and open…)*

“Each of you should have a packet of handouts that looks like this.” (Hold yours up) “I’m going to show you what you have in your hand.”

“This first handout is called the *‘(insert whatever tear pad or class outline you are using).*

I like you to have this because not everyone has an essential oils book yet so this will give you a reference of how the oils work and how they can support your body. It is simply a summary of what we’re going to cover in the class today. Sometimes it’s hard to remember everything we talk about so this is for you to take home…. It will help you remember some of the things we talked about.”

Now…. You’ll notice that this sheet will only have some conditions listed on it, because there isn’t enough room to include them all. You may want to make notes on your handout with specific questions that come to your mind during our class.

“This second handout is the price list. “There are two reasons I like to give you this handout. Number one, I can’t stand it when I go to a class and they won’t tell me the prices until the very end! Doesn’t that drive you crazy? You’ll notice there is a column that shows the retail price, and one with the wholesale price. See how the wholesale price is in bold? (*give them time to find it on their paper*.) That’s the price you are going to want to look at because it’s the cheapest way to get the oils. Everyone buys it that way whether they want to be a consumer or even if they want to build the business….. so just look at **that price**.”

“The second reason I like you to have this handout is because in my experience, what I have found is that as we go through the class, there are certain topics or oils we talk about that you’ll find you are particularly interested in. Just make notes beside the name of that oil because, at the end of the class, it will help you remember which ones you had questions about. Just use it as a wish list. I know it’s tiny and there’s not a lot of space but it will help us to help you at the end. You can buy the oils in single bottles like you see here (*point to the sheet – and take your time*), but you can also buy them in kits , and when you buy them in kits, it’s actually even cheaper than wholesale for you.

So for those of you who have essential oils that you want to try, we can look over your list and see if the ones that you want come in a kit so it will be cheaper for you. I guess what I am trying to say is, it just helps me to help you get your products for the lowest possible price.”

**Step 2 – How to buy**

*Similar to Costco or Sam’s club*

*How to keep wholesale pricing*

Key Phrases for STEP 2

 “The third handout (*hold up a copy of the Wellness advocate agreement form*) we’ll cover more at the end of the class so don’t worry too much about it right now, unless, you have already talked to your hostess about getting your own wholesale membership. Then you can go ahead and start filling out section#1 of the Wellness Advocate Agreement Form. That will save you time at the end of the class.”

 This is the form you use to get wholesale pricing on all of the products. “For those of you who have essential oils you are already wanting to try, it’s very simple. It is very similar to a Costco or Sam’s Club membership. There’s a $35 membership fee and then you get everything at wholesale price. ”

“In order to keep your wholesale pricing, all you have to do is buy 1 item – (PAUSE) – every year.” When you renew next year, it is only $25, and you get a free peppermint oil, so really…it will only cost you $4.50 per year to keep your account!

Remind me at the end of class to tell you how you can get your first year membership…. For free.

“The fourth handout in the packet explains the LRP Program and Introduction to the Business. I am going to explain it in more detail right now.”

**STEP 3. LOYALTY REWARDS PROGRAM**

*1. Keep it clear and simple*

*2. Highlight the benefits to purchasing this way*

*3. If there are lots of questions afterward - it's your red flag that your explanation is unclear*. )

Key Phrases for STEP 3

“I’m going to show you something you are *going* to want to know about because it will save you a ton of money.”

“It’s called the Loyalty Rewards Program. It’s very similar to a frequent flyer program.”

“With doTERRA, it’s 100 points a month, (pause) which is about 100 dollars depending on what you buy.”

“See these little boxes right here in the middle of your page? (give them time to find it.) Look at the first box on your left. See how it says months 1 to 3?”

“…That means that for every $100 you buy, you are going to get $10 back in free product credits that you can redeem any time you want.”

“Remember, you’re already getting 25% off of retail. This is an ADDITIONAL 10% off.” For the 3 middle ‘squares’ in the LRP chart, go through it quickly like this…. “The next 3 months it goes up to 15%, the next 3 months it goes to 20%, then 25% (*Be pointing to the squares in the chart as you talk – and go slow enough for them to find it on their paper.)* and after your first year (*clearly point to the line between the 25% and the 30%*) it goes up to *30% BACK!* (Then repeat the two comments you made for square 1 with the 10%..... ) *“*I’ve been doing this for a while, so that means every 100 dollars I buy, I am getting 30% back in free product credits that I can redeem any time I want.” “Remember, you’re already getting 25% off of retail. This is an ADDITIONAL 30% off.”

**TEACH YOUR CLASS HERE!**

**STEP 4. BUSINESS**

1. Tell them you are going to talk about the business.

2. Tell them ***how long*** you will talk about the business.

3. Be simple and clear.

4. Use the words, **‘share’** and **‘want’**.

5. Show them the handout and show them what to do. People want to know what to do!

Key Phrases for STEP 4

“Before we end, I want to talk to you for just 2 minutes about the business. (*I take just* ***2*** *minutes on this*) – and I (smile) ***really do take 2 minutes***.

Now, I know this isn’t a business class, but there are 2 reasons I like to share this with you. First of all, because there are a few of you who are interested in the business, and secondly, because in my experience, what I have found is that as you learn how to use the essential oils, you WILL share them. When the oils work for your occasional headache, what do you think you’re going to do when your friend or your sister, or your grandma, comes to you with a headache? You’re going to say, ‘OH, MY GOODNESS… YOU HAVE TO TRY THESE’. So it’s helpful for you to understand a little bit about how this works. "

(*As you go through this part, have everyone follow along on the power of 3 chart and point to it as you go. Give them enough time to find it on their paper each time. Point out colors so it’s easy for them to find. Go slow enough!*) “If this little green guy is you (pause) and you are doing that 100 dollars a month… Once you have **shared** the oils with three people (pause) who **want** to do that 100 dollars a month, (pause) now you are getting a $50 bonus, and this is on top of your regular paycheck.” (Repeat for the next 2 levels of Power of 3 as follows….). “Once each of these 3 light blue guys (pause) have **shared** the oils with 3 people each (pause) who **want** to do the 100 dollars a month (pause) now you are getting 250 dollars a month which is really nice, because now you are more than paying for the oils you’re buying.”

“Once each of these 9 orange guys (pause) have **shared** the oils with 3 people each (pause) who **want** to do that 100 dollars a month, now you are at a 1500 dollar bonus which is huge!”

“For most families, (pause) that is a significant increase to their finances.”

“The last thing I want to show you is your last handout. (*hold up handout number 5 – enrollment kit options*) This handout is just some pictures of some of the different kits doTERRA has. It’s easier to be able to see what’s in the kits and I like having the pictures – so you can look through that.” “remember I told you that there was a way to get your wholesale membership for free?” “All of the kits on these pages come with a free membership!”

 “Now we’re going to go around and help you with your questions…help you with the ailments you want to know more about.”

**STEP 5. RECIPES for their health concerns**

1. Let people look through some copies of the modern essentials, essential life, etc books and you can also TELL THEM EVERY OIL YOU WOULD USE IF IT WAS YOU!

2. Use the back of your LRP / Business handout to write down each of their ailments separately and list the oils for that ailment.

3. Add up the dollar amount of each ‘section’ or ailment separately.

4. SILENCE while they’re deciding! It is not your decision.

Key Phrases for STEP 5

“Now we’re going to go around and help you with your questions…help you figure out the ailments you want to know about. If you look on the back of your Loyalty Rewards handout, you’ll see a place where you can list your top 6 health concerns that you may have for yourself or someone you care about. We have several reference books here that you can use to look up what oils are typically used to address your concerns. We will also be coming around and helping you find the information that you are looking for! These books are all alphabetical, so if you know your abc’s, you’ll be able to find what you are looking for!”

-WHEN YOU’RE HELPING THEM AFTER CLASS –

“What are we working on?”

OR

“What ailments are you wanting more information on?”

KEY PHRASE (*If they’re worried about $) (slow down on this part. This is where you are showing them how much you care about them!)*

“Okay, there are a couple of different things we can do….you can either start with one or two of the ailments that are the most important to you…or we can just pick one or two of the oils for *each* of these ailments….and that way you can start working a little bit on all of these issues….then we can set up that Loyalty Rewards Program we talked about….. so that each month you can add some more of these oils until you have everything you need…."

Help everyone in the room. Have other wellness advocates in the room help also. If someone has to “run out the door” before you can talk to them, try to set up a time to do a wellness consult with them (go over their health concerns).