

Learn More Opportunity Event Agenda

1-2 minutes for intro and close

3 minutes each section

1 minute per testimonial

Intro/close

Question 1

Question 2

Question 3: Product Testimonies

- 1
- 2
- 3

Question 4

Question 5

Question 6

Question 7

Question 8: Testimonies

- 1
- 2
- 3

Question 9

Intro / Welcome (Jess)

I am excited that you are all here tonight to learn more about doterra as a business. We have a very strong team within doterra, and systems in place to make it easy to run your business at the pace that works for you.

Tonight we are going to address the top questions that we get from people about starting doterra as a business. Following this call, the person that invited you will reach out to answer any questions that you have and connect you with the next steps.

Moderator Intention for Tonight: we are going to hear about the top things that people ask us about this business.

1. **Moderator question:** How do we know what we know? How do we learn and become experts? (Brittany)
 - Apps for product knowledge and team trainings for learning
 - Essential Life book, Modern Essentials book
 - doterra shop app, Modern Essential Plus App \$3.99, EOE Books App (\$7.99)

- Doterra Training courses available

Moderator takeaway: This is a business where we collaborate and you don't have to be the expert in every area of this business because we work together and have plenty of easy and accessible resources to find the information we need.

2. **Moderator question:** What kind of support and training do we get? (Jen Jones)

- Leaders help you launch
- We have an onboarding website
- Weekly workshops to add guests to and to learn from
- Google site with scripts, training, product knowledge, and resources
- Team and customer Wellness Community to add yourself and your customers to

Moderator takeaway: We have made this part really easy because we have an onboarding website with all of the information and links you need to run this business. (Give a quick glance to the landing page)

3. **Moderator question:** What age or demographic do doterra products work best with

- a. Product testimonials (have at least 2-3 testimonials)
 - i. Claudia - microbiome
 - ii. Brittany - kids products
 - iii. Jen Jones - Adaptiv Anxiety

Moderator takeaway: Sometimes in a direct sales company they have one product offering that works best with a very narrow focused audience. What we love about doterra is that we have a vast product offering for a variety of health concerns and lifestyle adjustments that benefit all ages and demographics.

4. **Moderator question:** What is customer retention and why does doTERRA's stand out in the direct sales realm? (Lynn)

- 65% - but we are hearing 73% is the updated number
- Referral Links - Refer a friend
- LRPs
- Why this is different from other direct sales companies
- Clean/healthy consumable products that customers need to replenish month after month

Moderator takeaway: We are fortunate that doterra's retention rate is so high because the retention rate for other direct sales companies average only around 12%.

5. **Moderator question:** What makes DoTERRA unique and trustworthy? (KATRINA)

- Legacy company, legacy product, tripling impact by 2030, financially stable, owned by seven individual owners, aligned values

Moderator takeaway: We are fortunate that doTERRA stands out in the wellness industry because of their purity, integrity and innovative research. Doterra also leads in the direct sales industry with a proven track record. This comes from being fully debt free, committing to triple their impact and creating a positive global influence.

6. Moderator question: How does this business model work? (Claudia)

- Customers: 85-90% of team volume
- Advocates/Leaders: 10-15% of team volume
- Partners: potential to grow a large scale business (addition vs. multiplication)
- Connecting people with our education and resources that we already have in place

Moderator takeaway: The doTERRA business model revolves around guiding and supporting others in creating a lifestyle of using essential oils and wellness products through independent wellness advocates. This really sets us apart because people aren't left to find the best options on their own. For example, think of the average person that just goes to a store and tries to figure out what products are best for them. Here we focus on education, community building, and personalized customer experiences for success.

7. Moderator question: Can you share what the income possibilities look like with doterra?
USE BUILD GUIDE (KATRINA)

- Traditional vs. Residual:
 - Traditional: Trade time for money, large start up costs, considerable overhead costs, typically follows the addition model.
 - Residual Income with doTERRA: growth of a team which allows for a flow of money independent of time, low start up costs, the only overhead costs is the cost of your own wellness products, your own website, customer service department, business development department, marketing department, and more! This follows the multiplication model.
- Income averages and the roadmap of expectations across the years (and the first year)
- New Business Ventures: Share page 6 and 7. Highlight income averages as well as how many people are at each leader level at platinum and above

Moderator takeaway: doTERRA offers a residual income potential at whatever scale makes sense for you and your goals.

8. Moderator question: We get asked, what type of people start this business? _____, Can you share why you started doTERRA?

- Testimonies
 - Shift from Corporate Jess
 - Flexibility to raise my family Brit
 - Residual Income - Katrina

Moderator takeaway: As you can see, this business model can align with anyone. By working with the person that invited you here, you can discuss your vision and goals and why this business makes sense for you.

9. Moderator question: How do you start? (Lynn)

- How much does it cost to start? Monthly LRP?
- How much time do I have to work the business?

- What do I do first?
 - Take our Onboarding Training next week (start looking at the landing page)
 - Work with the person that invited you here to create a launch plan.

Moderator takeaway: Our team has proven systems in place to make this as simple and effective as possible.

Conclusion/Wrap up (JESS)

As we conclude, we hope this session has answered your most pressing questions about building a business with doTERRA. We would love to have you join us! If you're interested, here are your next steps:

1. Reach out to the person who invited you tonight to review doTERRA's Build Guide in more detail.
2. We can send you a video that explains the compensation plan and how it works.
3. Join us on our upcoming Onboarding call, where we will cover the steps to starting a doTERRA business.

Thank you again for joining us tonight. We look forward to talking with you all soon.