EXAMPLE SCRIPTS
TO INTRODUCE OILS
By Teresa Harding

7 STEPS TO WRITING YOUR APPROACH
(Fast Track Step 1 Video 3)

1. ICE BREAKER
2. TELL THEM WHY YOU’RE CALLING
3. ELIMINATE PRESSURE TO BUY
4. TELL THEM WHAT AN APPOINTMENT INCLUDES AND HOW LONG IT WILL TAKE
5. MAKE SURE THEY’RE OKAY WITH IT
6. GIVE THEM THE OPTION OF ON THE PHONE OR IN PERSON
7. GIVE A CHOICE OF TWO TIMES
SAMPLE SCRIPT
PHONE CALL WITH SOMEONE YOU KNOW
TO SET UP A ONE-ON-ONE
(Fast Track Step 1 Video 3)

TASHA SMITH’S EXAMPLE: This example is when you’re new doing your business.

ME: Hi, it’s Teresa. Did I catch you at a bad time?

SARA: No.

ME: I know I’m totally calling out of the blue. I’m calling to get your thoughts on something. (orrrr…. I’m calling to ask you something…)

SARA: Okay, what?

ME: I’m starting my own business selling essential oils, and as part of my learning process and getting started in general, I’m trying to set up appointments with people I know so I can get comfortable. You don’t have to buy anything if you don’t want to and my part will take about 30 minutes. Would you be willing to help me out?

SARA: Sure, yeah.

ME: I’m just going to go over what things you’d want to know about and some of the more popular products. We can do it over the phone or in person. Which do you think would be better for you?

SARA: Over the phone.

ME: Sweet! I’m trying to get 2 more appointments this week... If we could do 6 o’clock on Tuesday night, or after work on Wednesday, that would be awesome. Would one of those work better for you?

SARA: Wednesday after work would probably be better for me.

ME: Well, that was easy! You’re AWESOME! thank you!... So how is your new workout class going? (orrr.... I haven’t even heard about the trip you went on last month.... did you love it?)

NOTE: Did you notice how that approach includes wording that solves the problems people have about setting up appointments.... It makes it easier for them to feel comfortable saying yes!
ME: Hey Jennifer... is this a good time?

JENNIFER: yeah, what’s up?

ME: I just started using (orrr I’ve been using...) these dōTERRA Essential Oils and I’m loving them.... Do you ever use essential oils?

JENNIFER: Yes. I use them a little bit.

ME: WHAT?!! How did I not know this? So what do you use them for? (this is assuming I really am thinking this.)

JENNIFER: (Tells me a little bit how she uses them....)

ME: Well, I decided I’m going to have a class and I’m calling because I wanted to invite you! I totally want you to come! It’s on Thursday night at 7 and we’re going to talk about some of the favorite oils and do a little DIY with bath salts, so it’s going to be fun! And obviously you don’t have to buy anything if you don’t want to. The class will be an hour, and then the DIY will be after. Would that work for you to come?

JENNIFER: Yeah, I’ll totally come. But you better remind me ‘cause I’ll totally forget!

ME: Okay. Will do.
ME: Hey Sam, is this a good time to call?

SAM: Sure.

ME: I’m calling because I want to use our friendship to sell you something.

SAM: (Laughs) What are you selling?

ME: essential oils. But seriously, they’re actually kind of amazing. I started using them and they seriously work!! I want to show them to you, but you don’t really have to buy anything.

SAM: Okay.

ME: I just want to show you some of the oils people use the most and what you can use them for. My part takes about 30 minutes.

SAM: Okay, but you’re taking me out to lunch then.

ME: Okay, that’s fair! Roger and I will be TAKIN’ you out! So what’s better for you? Thursday after work? Or Friday lunch?....

NOTICE I didn’t ask him if he wants to do it over the phone.... That’s because with SAM.... We’re good enough friends that I know it will be more fun and less formal if we actually get together. If something happens in the conversation that I feel like I should offer the phone option, I’ll do it.
SCRIPT #3
PHONE CALL WITH SOMEONE YOU KNOW
TO INVITE THEM TO A CLASS
(Fast Track Step 1 Video 4)

ME: Hey Kevin, I want to talk to you about something I’m doing – is this a good time?

KEVIN: Sure, this is fine.

ME: Okay, this is the deal, I just started using essential oils and I decided I’m going to start doing the business.

KEVIN: Oh, Really.

ME: Yeah. I really think I can do this and make it successful.

KEVIN: (Responds)

ME: I’m gonna have a class and I want you to come! We’re gonna’ learn how to use ‘em and it’ll be about an hour.

KEVIN: What will you give me? (or he says) Yeah, I keep hearing about ‘em.

ME: I’ll give you a brownie at the class. (or I say) Yeah, so come. They’re pretty cool and there are some I think you might like! It’s this Thursday night at 7. It’s gonna be about oils with Exercise and Sports! And obviously, you don’t have to buy anything if you don’t want to.

KEVIN: Yeah, okay. I can come.

ME: Great.

Then we spend a little time catching up.
SCRIPT #4
PHONE CALL WITH SOMEONE WHO IS NOT LOCAL OR WHO CHOOSES THE PHONE CALL OPTION
(Fast Track Step 1 Video 4)

Follow the same guidelines as in the examples above, and then...

**ME:** I totally want you to try these oils. I’m gonna send you some free stuff, and then we’ll set up a time when I can show you how to use them?!

**KAYLIE:** Cool, I like free stuff!

**ME:** Hello! Me too. Okay, then when you get them, I’m going to call you and we’re going to have a long distance oil party!!!

**KAYLIE:** What? What do you mean?

**ME:** We’re going to do an oil party over the phone and I’m going to make you wait to open your oils! You can’t open them until we’re on the phone together! Then I’m going to walk you through using some.

**KAYLIE:** Yeah, that sounds fun.

**ME:** It totally is. You end up feeling like you’re being your own little chemist! We’ll go over the oils you want to know about and some of our favorite products. My part will take about 30 minutes, and you don’t have to buy anything if you don’t want to. What’s better for you? Wednesday night or Thursday night?
You’ve just invited Kim to your class and she responds.

**KIM:** I’d love to come but that’s the night I do my book club.

**ME:** Ohhh, cool! That’ll be fun! What are you guys reading? (And then we might talk about her book club for a minute or two.) Well that’s a bummer you can’t come, these oils are AWESOME! You would totally love ‘em!

**KIM:** I wouldn’t mind trying them.

**ME:** Okay, You know what? Why don’t we do this... Let me bring you some free samples by after the class sometime and then show you a little bit about them?

**KIM:** Okay, yeah, that works. But then I get to pick which oil I want in my sample.

**ME:** Okay, done! I’ll bring the sample bottles empty so you can choose which ones you want. So when I come, I’ll show you the oils that are my favorite and some of the most popular oils and products. It’ll probably take about a half hour unless we get talking!!! And you don’t have to buy anything if you don’t want to. So do you wanna do it during your lunch on Thursday or on Saturday afternoon?? (Leave this sounding open ended so she can add in a third option if those two don’t work for her. You’re just making it sound like these are options.)

**KIM:** Let’s do Saturday. I’ll have time right after Susan’s Dance Class.

**ME:** Okay, Perfect! Do you want me to come to your house?
SCRIPT #6  
DURING A CONVERSATION AND ESSENTIAL OILS COME UP  
(Fast Track Step 1 Video 4)

You’re talking with one of the parents before your child’s activity…. And the subject turns to Essential oils and they start asking a little bit about them… Well, this is not the time to try to go into it. You’re not in a situation where they’re going to be able to make a decision anyway… and you can’t really create value for them… so you can say something like this.

**ME:** Well... I know we’re going to want to focus on the ‘whatever the activity is, so Usually what I do for people is set up a quick appointment to go over a few of the most popular products and go over YOUR health questions and then you can decide for yourself it it’s a good fit for you. You don’t have to buy anything if you don’t want to, and my part only takes about about 30 minutes. So we can set that up after this is over.

**CARMEN:** Yeah, I think I’d like that.

**ME:** Perfect! (Depending on what fits the situation, you can say) I’ll set that up with you when this is over (or, “I’ll call you tomorrow to set that up.”)

(Or if it feels appropriate – not pushy – to solidify it right now, you can say) We can do it over the phone or in person. Which do you think would be better for you?

**CARMEN:** In person.

**ME:** Great, A couple of times I can do are Wednesday after the kids get home from school, or Friday right after they leave in the morning at 9. Which works better for you?
Sometimes the easiest way to invite someone to learn about the oils is when you’re just talking as friends (or even new acquaintances) and something comes up about their health or the health of someone they care about. After we’ve talked for a while, when it feels appropriate, and I really feel this way, I’ll say something similar to the following:

**ME:** Oh my goodness! Have you tried essential oils for that?

**KAREN:** No.

**ME:** There are essential oils that will totally help with that. And after you see what they can do for you, you’ll love it!

**KAREN:** Are you kidding me? are you seriously into essential oils?

**ME:** Yeah! I’m totally not kidding. Okay, seriously, I’m going to come over and bring some essential oils. I’m going to show you how they work and I’m going to give you a foot rub with essential oils… with the oils that would be a good support for what we’ve been talking about.

**KAREN:** Okaaay. Are you turning into one of those crazy oil people?

**ME:** Oh totally! NO I’m not…. And if I do, just slap me!

**KAREN:** OKAY… I’ll take a foot rub.

**ME:** Kay, when are you gonna be home?

**KAREN:** I’ll be home all day Saturday.

**ME:** Okay. I’ll be there on Saturday. Tell me what time.

**KAREN:** 4pm is good.

**ME:** Okay, sounds good… And USUALLY when I DO this, people get all crazy about the essential oils… so don’t get all weird on me!
Maybe they ask you about the oils or you ask them if they’ve tried oils for their health challenge, but they’re sneezing, they’re coughing, their eyes are watering, they’re MISERABLE! Now, of course, is not the time to give them a class on essential oils. Continue the conversation this way;

ME: Oh my goodness! You’re feeling totally sick so I’ll talk to you about that later. For right now let’s apply a few oils that are really good for this, and I’m going to send you home with some of these oils! (or if you don’t have them with you, drop them by) I’ll write up exactly how to use them so you’ll know what to do. And then what I usually do is set up a time where we can go over all that, and I can help you get whatever you want. But right now, you get home and rest, and we’ll do that another time!
SCRIPT #9
WHAT TO DO WHEN YOU GET SHUT DOWN ABOUT THE BUSINESS!
(Fast Track Step 1 Video 4)

The conversation gets to a point where the person you’re talking to gets a little negative.

JOHN: isn’t that a network marketing company?

ME: Yes it is.

JOHN: You get that those are a scam right?

ME: Oh my goodness! I’m totally excited about it. Why do you say it’s a scam? (and I have a smile on my face. I’m not going to let them turn it contentious for me, but at the same time I’m not going to shut them down)

JOHN: BECAUSE no one ever makes any money at it except for the people at the top.

ME: You’re right. I know that’s totally true in some cases… and that’s why so many people are turned off about Network Marketing.

JOHN: Yeah! (and then he may go off on his soap box. After they feel heard, meaning I’ve validated them)

ME: In dōTERRA, we have hundreds, seriously, hundreds of new people hitting, the rank we call Silver. And the average income for a Silver is over $2000 dollars a month… so I know with doTERRA, it’s definitely different. But that doesn’t mean they’re all like that.

(Now I’ll turn the conversation by asking about him and his life, his family. Now I just want to catch up. I’m not going to try to force a conversation.)

In this conversation… we probably won’t get to the set up an appointment part. But actually, you’ll be surprised that sometimes you do. When people feel heard, they are a lot more interested in listening to you.
SCRIPT #10
WHAT TO DO WHEN YOU GET SHUT DOWN ABOUT THE OILS!
(Fast Track Step 1 Video 4)

SHAWNA: Essential oils are a total fad. It’s just going crazy because everyone’s freaking out about them. It’s going to be short lived and everyone’s going to go on to something else.

ME: (I smile) Oh my goodness! I totally LOVE the oils.

SHAWNA: I’m sure you do. Everybody does right now.

(now right this minute I am trying to find a way to validate them, and it can be difficult.)

ME: I totally know what you mean. Things always go in waves. There’s always some new fad diet or some exercise program that everybody gets all excited about. And then some new thing shows up and everybody’s off to something else.

SHAWNA: That’s exactly what I mean!

(do they need to come up with an argument or be defensive? NO, because I’m agreeing with them, but without agreeing to what they said about MY product)

ME: Yeah, you could be right. I don’t think that’ll happen with the oils because they really work for people. It’s kind of like medicine – medicine will never really go out of style because as long as something provides a solution, people will keep wanting it. So, it’ll be interesting to see what happens. (Notice how I end with an ‘either of us could be right’ statement.)

(then I start showing an interest in something else about their life. Learn to diffuse the situation and show an interest in them.)

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