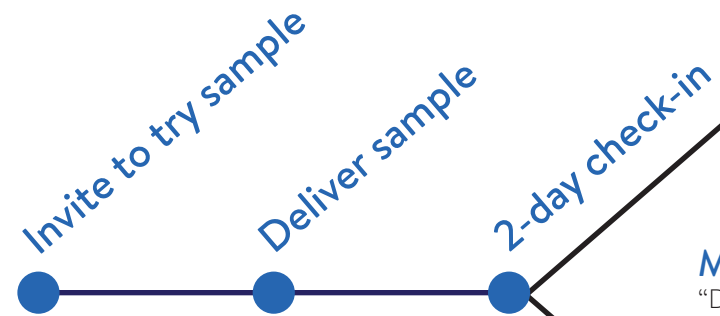# Sampling Flowchart

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

This sampling method is all about touches and exposure. Every touch increases trust and adds to their experience with dōTERRA. When someone has been sampled well, they come to a class not to learn about oils, but to *decide what they want to get.*
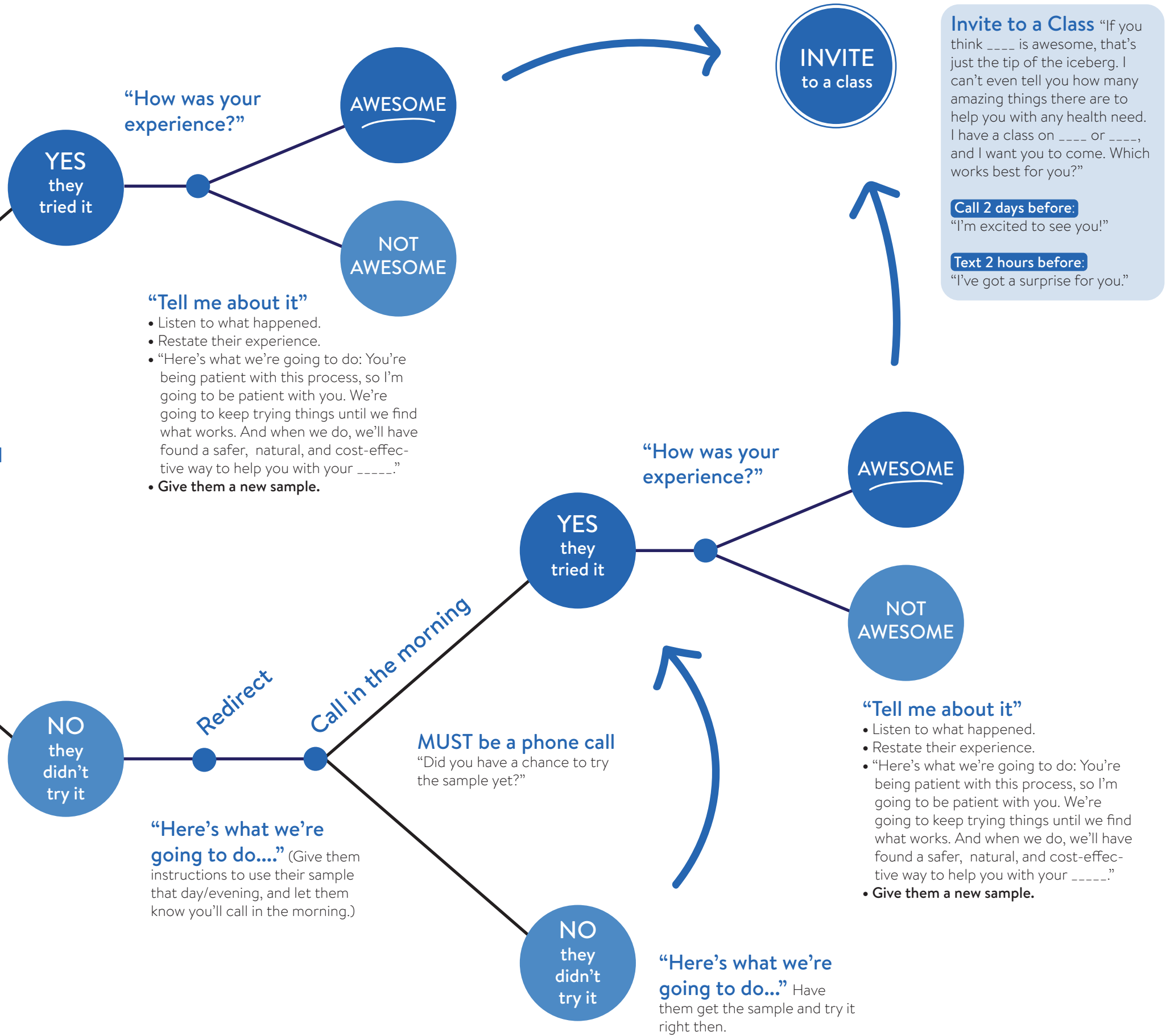
Preface each sample with this:
"Trying natural products is similar to trying traditional remedies. If something doesn't work, you don't decide to stay stuck; you try something else until you find what works. And when we've found what works for you, we'll have found a safer, natural, cost-effective way to help you with your _____."

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

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

Invite to try sample — **Deliver sample** — **2-day check-in**

MUST be a phone call
"Did you have an opportunity to try the sample yet?"

YES they tried it

NO they didn't try it — **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.)

MUST be a phone call
"Did you have a chance to try the sample yet?"

NO they didn't try it

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

YES they tried it

"How was your experience?"

AWESOME

NOT AWESOME

"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.**

"How was your experience?"

AWESOME

NOT AWESOME

"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.**

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."