

# **dōTERRA Leadership Training**

## **Tips to build a Successful Organization**

### **Placement of Team Members**

What is the difference between Enroller and Placement Sponsor?

Enrolling Sponsor is the person who actually shares dōTERRA with someone and then signs them up—the enroller get the fast start bonus.

Placement Sponsor is the leader that the enroller places the new sign up under. The placement sponsor does NOT get the fast start bonus.

If someone is signing up and you want to boost morale, or get new leaders excited, you can put them as the enroller and placement sponsor. This is more beneficial long term. You would be forfeiting the 20% fast start Bonus, (you would be benefited from it eventually in the fast start breakdown—20%, 10%, 5%) but this can sometimes get new leaders fired up and excited, because they are already getting a pay check. It will also help your team members advance quicker, which will in turn help you advance quicker.

### **How long you have to change**

When you place someone in your organization you have 14 days from the day they become a WA to move them somewhere else.

You can do this in your virtual office, under your team, on the hand column there is a link called "sponsor changes"

### **When to share information on placement**

Let people know up front that anywhere you place them in the business is a great place to be.

Make sure you introduce new sign ups to the leader they are placed under. You can do this in person, or through email or with a conference call. It is hard for people to help each other if they have never communicated to each other. This makes people feel more comfortable as well.

Make sure you always talk highly of your leaders below and above you. Make sure they realize the leader you are placing them under is wonderful—otherwise you wouldn't place them there. This makes team members feel secure and safe with where they are placed.

Sometimes new sign ups fret about being placed under people they don't know and think they should be on your front line. If this is the case – talk them through your placement choice as a

great choice, so they don't get worried, they will be getting extra support to help them...who doesn't want extra support.

## **Structure**

How many people should I place on my front line?

There are lots of different strategies, but it is wise to have 4-5 people on your front line that are on their monthly LRP. This makes a sturdy organization. This is wise to do in everyone's front line.

It is also wise to have extra customers on your front line, like preferred customers, and other WA that only order occasionally. (don't have a ton, but a few is nice to boost up your monthly 600 pv)

How do I know where to place people?

It is good to find people that will thrive well together. Place people together that will work well together. Don't match up clashing personalities...this can be trouble.

Don't just place people to "fill in the holes" for your Power of Three bonus, sometimes you will have to have a short term loss for a long term gain. Basically place people where they can be their best.

If you have two people that live in the same town, it might be wise to place them in the same team so they can work together since they live close. Many people feel more comfortable if they have someone to work with. It is also wise to place family in one leg.

It is a good idea to pick three people to really focus on helping in your team, whether this is a different three each week, each month, or every few months. This way you can focus on areas you want to build, but you won't get too overwhelmed by helping too many people.

## **Training and Support**

Teach your team members, to be leaders. Give them the tools and teach them how to duplicate you. You can't do everything. Give them the tools and teach them how to duplicate what you have done.

Make time to organize

Make time to train others

Use tools and resources available

Be committed and encourage your team to:

Attend dōTERRA events and webinars

Check the web site, blog and other available tools

Participate in parties and host presentations

### **Understanding the DoTerra Business Opportunity**

#### **Fast Start**

You need to be on 100PV LRP to get the fast start bonus, so make sure that you are on LRP BEFORE you sign someone up.

You get paid on the PV not the exact dollar amount, starter kits and diffusers are less than the dollar value.

You get Fast Start Bonus instead of Unilevel the first 60 days for a new WA.

These checks are paid weekly

#### **Loyalty Rewards Program**

This is the KEY to your maximum financial benefit at dōTERRA, allowing you to earn:

Fast Start Bonus

Power of 3 bonus

Free Product Credits

You can create as many aLRP orders throughout the month as you want. If someone asks me if I will order them four bottles of peppermint, I create a new LRP unless I already have it in stock at my house. Then I get free credits for it.

Note: If you make an order during the month that is NOT on your LRP, you will not get free product credits for it.

You need to make at least ONE LRP order of 100PV or more per month to qualify for bonuses

You need to make sure that your PV is 100 OR ABOVE not just your dollar amount

If you sign other people up during the same month that YOU sign up and everyone is all on LRP, you will not get the power of 3 bonus until the LRP actually goes out the next month.

These checks usually are processed on the 15<sup>th</sup> of the following month, so you will get your check sometime after that. It will include the Power of Three bonus and the Unilevel bonus.

You lose your LRP credits if you take yourself off of LRP.

### **Power of 3**

Make sure you structure 4x4 or 5x5 if you want to get this bonus each month, this structure is fragile.

Some people are focusing on becoming a “founder” right now, which is have 5k in 3 legs, so some people are only choosing to have three legs right now, but they might forfeit their power of three to do this.

To qualify for the power of 3, you need to have 600 PV between You and your front line to qualify. (this is why it is a good idea to have extra preferred customer and extra WA's here) This needs to be duplicated amongst the rest of the team builders.

### **Unilevel Bonus**

Calculated with Dynamic Compression

You can be paid up to seven levels down, and up to 7% of sales for that month.

If anyone on any of your levels for some reason decides not to purchase anything during a certain month, but they have people under them who did, the levels compress up. Which means; you will get paid 7 levels deep (if you qualify) regardless of whether one of your team members orders anything that month or not.

If someone on your 3rd level doesn't purchase anything during the month, your level 4 compresses up to be your new level 3, and your level 5 compresses up to be your new level 4,

and this continues until you get paid 7 levels deep.

## **How to Share DoTerra**

### **Top 10 Action Steps that Matter**

#### **HAVE THE PRODUCTS HANDY TO SHARE**

Be prepared! Bring the products everywhere; you never know when someone will need them.

Letting people experience them, is a great way to share them.

WEAR your products – dab on a few drops of some of your favorite oils wherever you go!

#### **SEND SAMPLES**

Send your friends and people you know samples

Mail or email Essential Oils information, seminars in their area

Hand out copies of ways to use Essential Oils

#### **BUSINESS CARDS**

Get a business card with all of your information on it. Don't ever get caught without one!

#### **LINK TO YOUR dōTERRA WEBSITE**

Send out your website info—attach it to the end of your emails, link it from your other websites.

#### **INVITE PEOPLE TO CLASSES**

Practice the PowerPoint presentations available if you don't have anyone teaching classes in your area and you want to share it with others.

#### **JOIN WEEKLY WEBINARS**

Weekly webinars are a great way to have people join in and learn about Essential Oils

View/listen to past webinars and other information by going to [www.builddoTERRA.com](http://www.builddoTERRA.com).

## HOST AN OPEN HOUSE or PARTY

Very effective way to let people have a hands on experience with the products in a comfortable setting.

## APPROACH LIKELY PRODUCT USERS

Share dōTERRA with other companies who use Essential Oils regularly and are committed to helping others improve their health & wellbeing such as spas, chiropractors, wellness centers and massage schools

## USE THE TOOLS AVAILABLE TO YOU

The opportunities are endless with the tools dōTERRA offers on its blog, website and at presentations and parties you attend.

Access any of the paperwork, or other things you will need in your Virtual Office and at [www.doterratools.com](http://www.doterratools.com)

## HELP OTHERS HELP YOU!

Encourage everyone on your team to take these actions!

### **Suggested Materials to always carry**

Satchel/Briefcase that contains:

Business cards

Product Guide Catalogs with your ID number & web site listed

Copies of: WA Agreements, Order Form (Price List), Compensation Sheet, LRP Flier, Power of 3 Flier, Starter Kit Flier

Presentation in a 3-Ring Notebook to Share

Sample, marked vials of Essential Oils (EO's) to give away

Books about uses of Essential Oils and and Aromatherapy

Your experiences with dōTERRA EO's

### **Virtual Office**

HYPERLINK "http://www.mydoterra.com" [www.mydoterra.com](http://www.mydoterra.com)

Make sure that everyone in your team knows how to use their virtual office. Teach your leaders to teach the new people under them and teach everyone to duplicate it. If they don't know their ID#, they can call down to doTerra (801-615-7200) or you can get it for them by getting into your v-office, clicking on consultant services, then onto genealogy. You can find it in your graphic tree or detailed genealogy.

You virtual office gives you access to events, any information on your team (ex. Phone numbers, ID #'s, and LRP info), you can place your orders here, register new consultants, you can change your settings and personal info, you can email your entire team, you can change your website info, get tips and helps and you have access to paperwork and other tools you need to help your team grown. It also has info on the new promotions taking place.

### **Personal Website**

This is where you send OTHERS to learn about DoTerra.

Critical Business Tool Provided to WA's

Save as a "Favorite" for easy access in your web lists

Add to your "Signature" on personal emails

Put this web address on your business cards

Write it on copies of the catalogs you share with others

Your Personal Website – [www.mydoterra.com/\(your ID\)](http://www.mydoterra.com/(your ID))

Log on the first time with your ID# - you can change suffix if you want (example, [www.mydoterra.com/balance245](http://www.mydoterra.com/balance245) --Do this in your v-office under the tab "Web Site" then click on settings.

### **Team Morale**

Your attitude is everything, it effects your whole team!

Focus on helping others on your team---you are in turn, helping yourself! ALWAYS focus on your team and how you can help them ---it should never be about ME.

A good rule of thumb...when you are feeling down call up, when you are feeling up call down.

Always say positive things about other companies (regardless of what you actually think). Bashing other companies decreases the integrity of our company and doesn't create an overall positive feeling. If someone is with another company – accept that they are with a good company, and just explain why YOU chose dōTERRA.

Never talk badly about one of the leaders in your team, or share your frustrations about them to members of their team, even if they aren't doing anything.

### **Helping your WA's Build a Team**

Schedule an initial 1-on-1 meeting to answer questions

Provide a CD of all current, relevant documents they may need

Discuss & schedule their hosting an event – plan to attend and participate!!

Communicate about events, new ideas, EO experiences

Schedule team gatherings to share ideas, practice presenting or whatever seems most appropriate at the time

Be in touch regularly with information, encouragement & ideas

In person

Phone calls

Emails

REMEMBER – Helping them, helps YOU!