

How and Why EDGE Success

“EDGE SUCCESS SYSTEM”

- One clear concise way of running your business.
- Stick with it for a full year, without deviating.
- Don't add anything else in.
- Keep it Simple and Duplicable.

Why do people stop building doTerra?

- Because they are confused and don't know what to do.
- If you have leaders that have given up, call them and tell them you are excited to share a new program that is streamlined.

What should we be doing?

6:3:1 Success Schedule

EDGE SUCCESS PROGRAM:

3 DOORS OF OPENNESS

DOOR 1 LEARNING

Are you open to natural forms of health care?

What do you know about essential oils?

Would you like to learn more?

When can we meet?

Class or One on One presentation....

DOOR 2 USING

What did you like most about the class?

Which kit interests you the most?

Would you like to set up a wholesale account?

Enrolling.

Our next step is to schedule a membership overview to show you how to manage your orders and get the most from your membership. When are you available? Share the Membership Overview.

DOOR 3 SHARING

Are you open to creating an income with doTerra?

How much would you like to share?

When are you available to meet? Share Business Overview.

What should we be doing to build?

- Teach, enroll, follow up.
- Getting customers on LRP.
- Duplicate.

How do I find Builders?

- You do it by going through the 3 Door process.

What do I give a new Builder and tell them to do?

- Get the EDGE Success packet with the Fast Track Planner/ Edge App.
- Membership Overview Brochures, Business Overview Brochures.
- 4 CD's, tear pads, enrollment forms, Planner Book.
- (They need to pay for the packet themselves. If people cannot afford it, ask them if they have ever started their own business)

- Once they are ready to share then say, “Great, let's set up a class...”

FIRST CALL

- Go over the “Goal Section.”
- 30 Day Goals.
- Long Term Goals
- Go over the “Why Section.”
- Give them the journal Assignments.
- If my long term goal was a reality today, how would that change my life?
- What happens if I never achieve this goal?

What would that look like?

SECOND CALL

Go over every single one of these with them. This is the hardest thing to do, but hold people accountable. “Looks like you have a few more things to work on, call me back when you are done.”

1. Schedule first 3 classes.
2. Get connected with Live Training.
3. Have a Membership and Business Overview.
4. Get people familiar with the tools and resources.
5. Purchase extra oils to share.
6. Set up 125 PV LRP Order.
7. Create Names List.
8. Purchase the Edge Success Duplication System.

THIRD CALL

- After they have finished everything on the lists from the first 2 calls.
- After a class or presentation, use the Fast track Planner.
- Write the contact name.
- First Blue Box mark / if they enroll.
- First Blue Box mark X if they had a Membership Overview.
- Second Green Box mark / if they would like to share with others or interested in the business.
- Second Green Box mark X if they had a Business Overview.
- 45 is the Magic Number.
- Power Hour Every day/ Planner Book.
- Once you find a builder then you can go to the middle section of The Fast Track Planner where you can track the number of contacts your builders have found, taught and enrolled.

How do you get people to do it?

- Ask yourself:
- “Why are they not doing it?”
- What direction were they given?
- What can I do to lead them better?
- “I messed up. I gave you too much information. Can we start over again?”

How do you qualify people and know where to place them?

- Always have them host a class. That means they are willing. Have them enroll after the class if possible.

What do you do with someone in an important spot who isn't

doing anything?

- Have them sign a transfer form and transfer them out. Tell them you would like to take the pressure off. “It is my fault for putting all those people under you when it was never your intention to build.”
- Give them the opportunity to build. “I know you said you didn't want to do this as a business, but I have learned something new and just wanted to show you.”
- “I am looking for Team Leaders are you interested in building?”

How do I find leaders on lower levels in my organization?

“Listen to the CD's on ‘Finding, Teaching and Enrolling’ and call me when you are done.” See who calls you.

Tap Root Calls, for one month/ 4 calls.

All people in one leg are on the call.

Starting with the person at the bottom, go over their goals. They can then get off the call. Go to the next person while the person at the top listens. This creates understanding and teaches leaders how to mentor.

DUPLICATE

- You will never have a strong business without teaching a good duplication class.
- Use a single rip pad and teach it over and over. Don't deviate.
- Learn how to teach and close effectively.
- This creates understanding and teaches leaders how to mentor.
- You cannot blame up line, down line, family support, resources or

time.

- You and only you determine your success.
- If your business isn't doing well, it is you that needs to change.
- Spend your time and efforts on those who are moving towards you.
- Don't put energy into someone who “says” they will. That time and energy can be spent on someone else or working with people who do!
- Keep enrollership and only give it up at the right time.

MENTOR YOUR PEOPLE

- Do what they need at their level, not what you need at your level.
- Encourage them to do what they said they wanted.
- If they don't do the assignment, don't move on.
- Encourage the new builders to work to the member 45 and Gold Rank.
- The system is faultless if you do correctly without confusion.
- Teaching your builders to Teach, Enroll and Duplicate.

EDGE TIP FOR SUCCESS: How do you get a team going? Get 45 people in front of the class presentation. This is goal number one. It's your first course of action. The number of people that hear the message will directly effect the number of others you find that want to build as well. Out of 45, you will be identifying 4 that are committed to a future in dōTERRA. These people come from your contacts. Next, you will help those 4 present to 45 of their personal contacts to help them identify 4 potential builders for their team. When you complete your 45, set up another 45 for yourself. When you start a contact in the process, diligently follow-through all the steps. If they come to a class, follow-up and enroll them. If they enroll, get them to the Membership Overview

and invite them to learn about earning with dōTERRA. If they say yes, schedule a Business Overview and show them how to make the money. Launching your business is like taking flight in an airplane. Accelerate down the runway and get lift. Don't be like the majority and cut the power before you're in the air. Pour it on when it matters the most—when you're in ACTION!