

# **EFFECTIVE SAMPLING**

**Script**

**June 5, 2017**

## **SAMPLING**

**What do you say on a sampling call?**

**TO LEADER OR SHARER:**

**FIRST CALL:** “I’m going to do something awesome for you. I’m going to pay for some samples and give to you but I want you to give 20 people samples in 7 days. These are FREE samples. Only give 1 sample to someone. (It takes 2 to 8 and sometimes 10 touches for someone to purchase).

You will ask what health challenges her family is dealing with. The essential oil you give her will address the most simple of those challenges, i.e. headaches or digestion versus Parkinsons or seizures.

**\*\*Choose the most simple ailment\*\*\***

**TO SOMEONE FROM YOUR PRIORITIZED 100 LIST:**

**FIRST CALL**

“You know how I love my essential oils for what they’ve done for me and my family? I’m so excited because I’ve been given FREE samples to give to 20 people I know and you were the first person I thought of! When will you be home so I can drop this off? (You can now ask about common ailments in her family so you will know which oil sample to give her.

**DROP OFF** - Just give them 1 oil and let them know **3 cool things**:

1. Natural, safe, antibacterial.
2. A to Z Guide
3. Cheaper than going to the Dr. That's it!

**Say:** "You know how when you go to the Dr. and are given medication, if the meds don't work then you go back to Dr. and are given a different med. Every body is different. This is the same with the oils so "I'm going to start you with a common oil to see if this works for you then I'll call you in 2 days to see if we need to try a different one."

**\*\*\*DON'T EVER ASK "HOW DID YOU LIKE THE OILS!!"\*\*\*\*\***

And, don't be surprised if they haven't even used the oil when you check back 2 days later. 50% of the time they won't use it.

## **FOLLOW UP**

### **2 DAYS LATER:**

**ASK:** "Have you had the opportunity to use the oils?" If no, then say "ok, this what we're going to do; when you get off of the phone, take 2 drops of (Deep Blue or other oil) and put it on your fingers then rub it on your back and I'll call you in the morning."

### **NEXT MORNING: If they still haven't tried it:**

**SAY:** "ok, this is what we're going to do. Go get the oil now and apply it to a few fingers and rub on your lower back."

**If person said YES, I tried the oil:**

**SAY** - “so tell me what your experience was?” If it didn’t work, **DON’T BE SURPRISED!** Just say “tell me about it.” Repeat back to them “you’re saying.....” **Don’t try to talk them out of it!**

**If the oil didn’t help:**

**SAY** - “ok, so this oil didn’t work so like I said, I’ll get you another sample that might work better. If your patient enough as you are with over-the-counter medication, we can find an oil that’s cheaper and safer than a drug.

**If person had a good experience with the sample:**

**Say** - “Tell me about it (her experience). We have just touched the tip of the iceberg when it comes to the many ways EO’s can help your family. **I’m having a class on Thursday at 6:00 and would like to invite you to learn more.”**

**STEPS:**

1. I’m excited
2. EOs - 3 cool things
3. Opportunity (week long)
  - . Call 1st
  - . Drop off Sample
4. Follow up

## **SOMEONE HOSTING A CLASS - EFFECTIVE WAY:**

If someone is hosting a class: say “do you want to do it the effective way or not effective way?”

### **EFFECTIVE WAY:**

**CALL** 2 days before the class (I’m excited) - Invite 10 people to class. 7 attendees is an ideal #.

**TEXT** 2 hours before the class and say “I’m so excited to see you in a couple of hours, I have a surprise for you!”

What is the surprise? It can be ANYTHING! DOESN’T MATTER! What matters are the steps!

**\*\*\*\*IF YOU PREP THINGS FROM THE VERY BEGINNING AS ABOVE, THIS SHOULD WORK EVERY TIME\*\*\*\***