

CONDUCTING ONE-ON-ONE PRESENTATION Young Living Essential Oils

Scenario A: You prospected someone at a coffee shop, using your power prospecting line. You followed up with a call and pre qualified to make sure they are open meeting and hearing what you have to present. Now you are ready for the ONE-ON-ONE presentation.

Scenario B: From Product.

Opening line if you met the person at an “oil class, gathering or event” or they won a product from signing up at one of your events:

“You were attracted to the oils when we met on/at _____ and I am so happy we have a chance to meet again and get to know one another. I would like to share not just these amazing oils, but in the short time we have together, I would also like to share the opportunity with you, if you are open to that. I love doing these events but I am always looking for leaders and people I connect with so I can share what I am doing and see if may be a fit for them. Or in this case, something you may like.”

1. Rapport and bonding: create rapport, people don't care how much you know until they know how much you care. Building rapport leads into your story.
2. Your story: Make it short and to the point. Brief background on you, how you were introduced to Young Living, why you got excited about the business (and the products) and why you chose Young Living and to build this business.
3. **Ask questions to determine WHY** or if, prospect is considering another business/project. (You should have done some of this on your invite call but now you can ask further questions.) This is called uncovering their pain. If you don't gain their trust in the rapport and bonding stage, they won't share their pain.

Are you open to hearing about a business you could do part time and make extra money?

Have you ever been in your own business?

If yes: what frustrations have you had?

If no: what obstacles have stopped you?

What would constitute an ideal business for you?

Based on their answers is how you proceed. If an interest to make extra money, continue finding out WHY?

5. Find the pain indicator. It could be: not enough time, money, control, freedom, or something the prospect doesn't like when you hear the pain indicator ask questions to get the pain from an intellectual level to an emotional level. (People don't make changes unless they feel pain, and they spend most of their lives trying to keep it at the intellectual level and usually settle for less.)

- Help me understand, what do you mean by not enough time?**
- How long has it been that way?**
- Could I ask you a tough question? What have you tried to do to get out of that situation?**
- Did it work? Have you stopped trying?**
- What I'm hearing from you is that...(insert whatever you hear. REPEAT BACK TO THEM SO THEY CAN HEAR IT) Is that a fair statement?**
- What happens if you don't resolve that situation?**
- OR Do you have a plan for that? (meaning, changing what going's on and to get to what they said they want –time, freedom, out of debt etc)**

6. Find out if you have a qualified prospect in front of you so that you don't waste your time doing *unpaid consulting*. Find out if they have time, money and power of decision by asking questions before you do a presentation. Don't become their therapist

- Have you thought about how much time you have to allocate for a business or a project that would fit your needs? Would it be closer to 10 hours, 20 or 40?**
- Do you have a budget set aside for starting a home-based business assuming you found the right one? Would it be closer to \$300 or \$2000? If it's going to take a couple of grand of working capital to get started in this business, will that be a problem?**
- Is there someone else who would be involved in the decision-making process?**

7. PRESENTATION – (You can also use the Business Opportunity PPT presentation)

1. Trends and Timing

Changing world. Social Media. Information super highway. Globalization. Corporate restructuring/downsizing/rightsizing. Lots of frustration.

Millennial Generation

2. Mechanics of Wealth

Three types of businesses: Startup. Franchising. Networking.

- Start up: SBA tells us 90% fail.
- Franchising: \$196,000 average. Cost. One third make a profit. \$40,000 average annual income.
- Network Marketing: Part of home-based business movement, \$383 billion. 95% success. Home-based business brings 2 ½ times greater income.

3. Why Young Living?

A. Huge and expanding markets.

Health and Wellness, Chemical Free Living: \$50 billion to \$150 billion/next 10 years.
Young Living is a market leader.

B. Unique and Consumable Products. Industry Leader

Highly consumable = recurring override income.

Own 15 Farms and Partner Farms all over the World

Seed to Seal Process. Unique formulas and Therapeutic Grade.

500 products. Body Care. Personal Care. Kids. Pets. Nutritional. Weight Management. Supplements.

Sports. Energy Drinks.

Can't make claims but I can tell you personal success stories.

B. Leverage of Time:

Break the equation of exchanging time for money.

Business of teaching, coaching and mentoring. Build community and together and help others.

Network Marketing / word-of-mouth. 21st-century version of franchising. Professional Industry.

“Go Pro”

C. Company:

Started in 1993. Gary Young/Founder.

Young Living - 2015 & 2016-\$1 billion +. 2018-2020-\$3 billion.

You can be part of the growth.

Global and expanding markets – 19 countries.

D. Compensation Plan

Great Plan. Bonus Pool.

Be sure the plan is worth your hard work and company pays you on time

8. Now it's time to put the ball in their court. You are going to see if there is any interest by their questions.

Can you see how this business can change your life? What do you see here for yourself?

9. Answer their questions with questions. If you are playing tennis, where is the ball when you are winning? In their court.

Asking questions is the best way to show someone you care about them. It helps you gather useful information. And more important the right person is talking. Above all, you want to ask questions to get the conversation from an intellectual state to an emotional state.

If you do this you will save yourself a lot of time, people don't usually ask the question they really want to know the first time. It's a smokescreen, and it usually takes three questions to get to the bottom of what they really want to know. You could reverse the question, ask a question or clarify a word

- Why are you asking? -Which means? -You must be asking for a reason? -Is that important to you?
- I'm not sure how to answer that question, I don't know if I know what you want to know...?
- What do you mean by too busy? - Help me understand what you mean by that?

Important tips

1. You need to be nurturing. There are softening statements that will help you:

- That's a good question
- That's interesting
- Good observation
- I don't know how to answer that question
- That's important
- I can appreciate that
- A lot of people ask that same question
- But, can I ask you a question?
- Help me understand why that is important
- I'm glad you asked that
- That's not unusual
- You have personal experience with that...

2. How do you prevent wishy-washy words like; **maybe, I'll try, I'll think about it, I'll call you later, looks good, if I had my say we would probably do it, might try to be there, considering, looks good, possibly...** The same way you deal with questions; reverse, ask a question or clarify.

- What do you mean by trying? -It doesn't sound like it's for you, and you are too polite to say no, am I right?

You can use wishy-washy words, but don't let a prospect do so, find out what they mean. **The best way is to go for the NO.** Prospects are very creative at saying no, because they don't want to say no. If you let them go without going for the no, you are basically living in hope that they are "hot" and will say yes! The prospect has a system when they buy, and a person who doesn't have a systematic process of thought, will always be a slave to someone who does. Let's look at the prospects system:

Prospects "lie" or use smokescreens to avoid saying no or yes. Reasons:

- They are afraid to be pushed into something they don't want
- They think you are in sales role (pressure, manipulation)
- They need to get something from you (expertise and information)

The prospects system:

- Smokescreen #1: Sounds good, tell me more about your products, ...
 - Want expertise (presentation is unpaid consulting)
 - Smokescreen #2: Let me think it over, I'll talk to my partner, maybe later, ...
 - Chase (wild game of tag)
3. You can probably recognize yourself in this process, maybe once or twice in your life... The traditional system is where we first tried to find a need, then we get smokescreen #1. We give a presentation and our knowledge. Then try to overcome objections, and start playing phone tag with the prospect, which can become quite frustrating.
 4. Your job is to create a clear and definite future if you find genuine interest. Either they take the Premium Starter Kit to do some "due diligence" and you schedule a strategy session (in person or phone training), or you schedule a conference call with your sponsor or up-line.
 5. **Remember, you can't lose what you don't have. You don't want to have a customer empathy and be a mind reader, that creates mutual mystification and doesn't break through peoples' apathy. Learn how to get a no, don't run from it. Running from a no is the biggest reason why people fail.**

If they are really not interested in the business opportunity, turn to product and ask if "health and wellness plays a big part in their life." Show them the benefits of being able to buy wholesale – like a wholesale buyers club. And then ask, if it is ok to check in with them once in a while so you tell them how your business is going and see how they like the products.

And of course, if going well, and they are 'not running' from you, ask, "I appreciate that this business is not for you. Thank you for your time and agreeing to get together. Can I ask one last question, " Would you be willing to make a couple of introductions to people you know who may be open and perhaps would be looking for a very lucrative 2nd income stream?"