



Team RISE
jasmineandjuniper.com

How to Have the Business Conversation

7 Parts:

1. Agenda
2. Goals
3. Mirror
4. Healthy Expectations
5. Committing Conversation
6. Training
7. Questions

1. Agenda

“Today we are going to discuss your goals or vision with doTERRA. I’ll share what’s happened to me since I’ve started my business, and then we can look at how to get started, if that’s something you decide you want.”

2. Ask them about their goals.

“What do envision for yourself?”

“What financial or business goals do you have?”

“What else?”

3. Mirror goals back to them and ask them why.

“So if I hear you correctly, you are saying: _____?”

“Why is that important to you?”

“If you had that, what would change in your life?”

“How would it feel?”

4. Set Expectations

“How serious are you about making that happen?”

“You saw the 1st appointment, how many of those could you commit to doing per week?”

Adjust expectations based on how many 1-to-1’s they can do each week.

For example:

1 per month at 50% close rate = 6 enrollments a year or at least \$240 in Fast Start Checks.

or

5 per week at 50% close rate = 130 enrollments a year or at least \$26,000 in Fast Start Checks.

“How does that sound?”

5. Gain Commitment

“Is this something you’d like to do?”

6. Start Training

“Let’s get you started! The next thing we do is set up a time to meet where you can practice the 1st appointment on me. In the meantime, study it here and print out the script <http://jasmineandjuniper.com/start-here/>”

“I could do _____ or _____. Which date works better for you?”

7. Additional Questions

“What other questions do you have? I might not be able to answer everything especially since we are about out of time but I can find out or connect you to the proper resources.”