

# Customer APPRECIATION SCRIPT

Customer Appreciation Calls are a great way to surge your existing team. Use this script to connect to your customers every few months in order to increase LRP orders, reactive disengaged customers, and remind active customers that they're part of a community that cares about them. For disengaged customers, consider first putting them on the Inactive Customer track in your Share Success Pro app, which will prompt you to do a Customer Appreciation Call at the end of the track.

## 1 THANK YOU & GIFT OFFER

*Hi, this is (name) and I'm calling from your dōTERRA family. I just wanted to thank you for being a customer with us this year (or in the past).*

*I'd like to give you a free \_\_\_\_\_ (buy one get one free coupon, oil, or free education series).*

*Would that be ok? (Wait for response) Great! Can I confirm your email/address so we can get this right out to you?*

## 2 FREE EDUCATION

*I also wanted to offer you a free education tool that is BRAND NEW and so useful. It's called the Interactive Natural Solutions Class. It will help you review your top health priorities, and learn to use the oils you've got to address your priorities specifically. Would it be okay if I included you in that? (Wait for response.)*

*Okay, you'll really enjoy it. Just so you know, the link I'm sending you is good for just 5 days. It invites you to enroll with a kit at the end, and you've already done that. So just enjoy exploring the class!*

## 3 WHAT'S WORKING?

*I'm just curious, what has been working for you? (This open-ended question is the great revealer! Listen Intently! Watch*

- What do they need more of to get to the next step?
- Do they have some oils, but are out of a few?
- Have they tried only basic oils, and still learning the uses?
- Do they need new product suggestions?
- Do they need more knowledge on how to use product?
- Do they need to feel the oils are more affordable?
- Do they need to be able to login to their account?

## 4 AFFIRM & OFFER TO HELP

Affirm their positive choices & offer a few new suggestions.

*"I love DigestZen too! Have you tried the roller bottle or the softgels?"*

*"It sounds like your kids love Lavender at bedtime. Have you ever thought of getting a diffuser for each room and a few extra bottles so everyone has their own?"*

*"I love how you use Deep Blue with your clients. I bet they love it! I've noticed a lot of other massage therapists use AromaTouch and Balance as well."*

## 5 SHARE YOUR OFFER WITH LIMITERS

*If you'd like to try it out, we are offering a .....*

Examples:

- Share an existing dōTERRA offer (from corporate).
- Share a Team Incentive (coordinate with your upline).
- Share a coupon, free book, roller bottle, or diffuser.

Make the offer that matches the customer. If they haven't ordered in a long time, try a Buy-One-Get-One. If they order a few bottles a month, perhaps a 100PV is the incentive gate. If they order 100PV, maybe an offer for a 200PV order.

SHARERS: Have they ever enrolled anyone? If so, offer some options to inspire more sharing!

INCLUDE LIMITERS.

*This offer ends ..... I only have 5 of these to give out. Should I put you down for one?*

## 6 INVITE TO SHARE OR BUILD

If you haven't invited them to Share or Build recently, remember that people's situations change frequently. They may have had recent life changes that make this an ideal time, or that have sparked a desire to do the dōTERRA opportunity.

*I know we've talked about it before, but I just wanted to check in and see if you have any questions about the opportunity to create extra income with dōTERRA. I love what I do, and I'm always looking for someone new to partner with.*

## 7 SUMMARIZE & SET FOLLOW-UP

*Okay, great! Thanks so much for your time today, I loved connecting with you.*

(Re-State Your Part) *I have it written down here, and I'm going to text you that coupon I told you about. I'll also make sure you're part of the Healthy Hero Facebook group where you'll see reminders for the Tuesday Lunch and Learn, and where you can post any questions. I'll also send you a few texts with the videos you'll like.*

(Re-State Their Part) *And I have it down here that you're going to be placing an order by the 15th so you can get the free offer. Will you let me know when it goes through so I can check up on you a few days later and see how the product is going for you and answer any questions you have?*

*Did I miss anything?*

Extend the ability to contact you for questions, help, and support, and to write questions on your team's Facebook group.

### IMPORTANTLY

1. Write everything down that you are going to do in one place!
2. Do it right away, the same day, or within 24 hours.
3. Hire help if you need support on fulfillment so you are not overwhelmed.
4. If you are asking your leaders or members to call their own customers, make sure they have proper training so they maximize their time and results.