

Presenting the Business Opportunity

You may think that presenting the business opportunity is intimidating, but intimidation is the enemy of your goals. Many people start sharing Young Living because they want to help people. If you have already enrolled members then you know getting a commission check has helped you be able to afford more Young Living products. More Young Living products means better health. We can help people learn how to get healthy and be able to cover the cost of their healthier lifestyle!

Most people are programmed to say “no” to certain phrases or word choices that cause red flags to go up. For example, most people are conditioned to back away when they hear “I would like to talk to you about an opportunity.” Learning to package your story and opportunity may help people be more receptive to hearing what it is that you have to say.

Packaging Your Story*

1. Share your history or challenge before the products or service
2. Share how you were introduced to your products or service
3. Share what product/service you started on
4. Share the timeframe you saw results
5. Share what the “best part is”: Share the greatest results you are achieving with your products or service (or hope to achieve)

An example of what this might look like in Young Living:

1. My daughter was sick due to mold toxicity, and I was desperate to find a solution.
2. A friend suggested Thieves essential oil blend. The Thieves helped eliminate the mold, and my daughter recovered quickly.
3. I wanted the Premium Starter Kit, because it is the best value, but I had to budget for the kit. While saving money I did plenty of research on essential oils and essential oil companies.
4. Whether I was oiling my sick kids, oiling my husband that needed better sleep, or using oils to help me deal with my stress levels, I was continually amazed that I often saw results within hours of using the essential oils.
5. One of the greatest things about Young Living is that I have been able to help other people get healthy, and get my family’s oils covered because Young Living has an amazing plan to compensate me for my time helping others.

Package Your Story! Write what you would share for each of the (5) points.

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The Five “Ps” of Presenting*

1. **Partnership.** Talk about the company you’ve joined and why it would be great for your prospect. Don’t just share features of the company; share benefits to your prospect and why they would be a great fit.
2. **Products.** Share your own results and the market potential for them (not ingredients).
3. **Programs.** Share what support they will get from you and the company.
4. **Pay Plan.** Share how the business model works, why network marketing works, and how money is made. I don’t share numbers, etc., unless I am asked. Share how the extra income and incentives could benefit their life.
5. **Positioning and Timing.** Create urgency as to why the time is now for them to join, such as, “You couldn’t have picked a better time to hear about this... we are now expanding in your market and across the country! I’d love for you to take the lead as we launch in your area!” You can also create urgency by sharing new product launches or promotions and explaining why the time is now.

Presenting the Business Opportunity at a Young Living Class

Know Your Audience

- Before the essential oil class it is important to talk to the attendees.
- Ask Questions. Get a feel for where they work, where their spouses work, if they have kids, etc.. This information is beneficial in many ways. As you’re teaching your essential oils class you can make eye contact when referring to certain oil benefits or testimonials, as well as during the business opportunity introduction.
- Keep the opportunities to what is obtainable within 3-6 months.
- It’s important to leave details to the imagination. You want the attendees walking away hungry to know more.
- Make sure that you follow up with the person!!!!
- During the follow up call share your story and make sure to discuss what questions they have.
- It is important that you keep this introduction to 15 minutes or less.

Announcing the Additional Presentation

At the very end of a class the hostess or educator can say something along the lines of, “For those of you interested in learning how to get your monthly Young Living products paid for you are welcome to stay for a brief 15 minute discussion. It is completely optional, but we will meet back in here in 15 minutes.”

An Example using Sarah Robbin's 5 "P's":

"Thank you for staying a bit longer to hear about how you can cover the cost of your essential oils. I promise to keep this brief.

You all just got done hearing about what an amazing company Young Living is. Not only does our company offer an amazingly pure and effective product, but Young Living also has a business opportunity that is changing people's lives.

After participating in tonight's class, how many of you would like to be able to use oils on you and your family as often as you would like? What would you think if I told you there is way to use abundant oils and cover the cost?

Young Living has an amazing referral program that thanks you for sharing Young Living with those that you care about. As you use Young Living products and begin to see their many benefits, you will naturally begin to share with others. If those that you share with purchase the Premium Starter Kit that we talked about tonight, then Young Living sends you a \$50 thank you check. When 3 friends purchase a kit, then you just covered the cost of your Everyday Kit. I just 1 friend enrolls with a premium starter kit each month then you have covered the cost of the minimum Essential Rewards order where you earn points to redeem even more free product!

What if I told you that there is an opportunity to get a larger thank you check? What if you _____ (bring in the scenarios that you learned about before the class...)

- were able to supplement your spouse's income?
- pay for your kid's extracurricular activities?
- take your family on vacation?
- afford the diet changes you have been researching?

Would you be interested in learning how to effectively share with your friends and family during the hours and times that you set?

Well, that's what the coaches on my team do. We are passionate about helping people get healthy, and teaching other people to do the same. As we help people get healthy, Young Living compensates us for our time and effort. You determine your goals, the time and effort you put in, and we help you figure out how to help you get there. There are no quotas, there is no pressure from uplines - only coaching tips and optional trainings to make you the most effective at sharing!

A question we get asked often is "Is this one of those pyramid schemes?" Network marketing is probably the most misunderstood and misused business model in the world. So many network marketing companies are perceived as being based on greed, pressure, hype, and manipulation. This has tainted most people's view of the network marketing

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model. What if I told you that we base our business on truly being of service to others by educating, empowering and inspiring people and getting paid for it? We always focus on the needs of the people who join our team. By living in gratitude and service to others, you can also create fabulously abundant financial support for yourself.

You couldn't have picked a more perfect time to come to this meeting! Young Living is expanding in this area and all over the world. I would love to talk to you personally about my story and what it has taken for me to get to a leadership position in this company. Please fill out this form, and I will contact you this week how and when you say is best for you on the form."

Presenting the Business Opportunity in Person or in a Call*

Once a prospect has agreed to hear more about Young Living's amazing products and/or the business opportunity it is important to have an outline of what you will say. Here is a suggested outline of what to say.

M = Young Living member bringing the guest to the call
C = Coach Sharing
P = Prospect or Guest

M: "Hi, Niccole. This is Jen. I have my friend, Molly, on the line."

C: "Hi, Molly!"

M: "Molly is very involved in her community, and is interested in learning more about how the Young Living business works. Molly, this is my business coach, Niccole, who is going to share more with you about our business."

C: "Thank you for talking with us today. I'm excited to share more with you. Jen told me great things about you before the call, so I feel like I know you. Before we get started, I would love to hear what intrigues you most about our opportunity?" [Or if they know nothing about it yet, have them tell you more about him/herself.]

P: [Guest Shares]

C: "Thank you for sharing. I'd like to take a few minutes to share our business with you, as well as how and why I got started. Afterward I'd love to hear what questions you have and let you guide the conversation from there. Does that sound ok to you, Molly?"

[Share your packaged story from above. Then move on to share the company story and the Five "P's" from above.]

C: “With that, we’d love to pass the call back over to you so you can ask any questions you have in regards to the products or how you would get started in the business.”

P: [Guest asks questions or makes objections.]

C: [Coach answers questions and handles objections, which we covered in the “Why Network Marketing” section.]

“Based on what I’ve shared today, what intrigues you or excites you the most?” This is a positives, leading question!

P: [Guest gives feedback.]

C: “On a scale from 1-10, how interested are you in what we have to offer?”

P: [Guest gives feedback.]

C: “Do you have any personal interest in learning more about the opportunity or products?” If they don’t have interest, ask, “Do you know anyone who would be interested?”

The Fortune is in the Follow-Up*

→ They Have a Personal Interest in the Young Living Business

- ◆ Set up a date to talk with them within the next 3-5 days to walk them through the explanation of “Young Living: Launch”
- ◆ Invite them to any scheduled events
- ◆ Encourage them to write down any questions they have over the next few days.

→ They Have a Personal Interest in The Product

- ◆ Make recommendations for them right then and there, and ask if they have a moment for you to help them place an order

→ They Agree to Provide You with Referrals

- ◆ Get names, numbers, and ask if they would briefly contact that person to let them know you will be calling.

→ They Have No Interest

- ◆ Thank them for their time! Add them to your newsletter list and Facebook so they become a part of your “audience.” Again, ask for referrals.

Proper credit must be given! All sections marked with “*” came from Sarah Robbins. Chapter 6: “Power Presenting” in Rock Your Network Marketing Business.