



dōTERRA Wholesale VS Retail Overview

From a Consumer Point of View:

This dōTERRA *wholesale vs retail* overview is a good first step in deciding what is the best option for you and your family since it depends on several factors and what you value.

Top Benefits Of dōTERRA *Wholesale VS Retail*

Retail: This is great if you just want to buy individual oils and don't care about saving money. It's best to work with someone that you know, like, and trust to make sure you have the best experience.

Wholesale Membership:

- + You can **save at least 25% off retail** with a wholesale membership and have the ability pick your oils a la carte which is nice from a customization standpoint.
- + When enrolling with a kit, your **membership fee for the first year is waived**. This is the best way to be prepared for life's little emergencies and have natural solutions within arm's reach.
- + You have full access to all **publications, research, and e-books**.
- + You qualify for a **Wellness Consultation** (Lifestyle Overview) and Team Support. learn about the oils you just purchased and learn how to maximize your membership, so you get the best return on your investment.
- + You have access to **continued education**.
- + **Loyalty Rewards Program (LRP)**: This is an optional rewards program that about a 1/3 of dōTERRA wholesale members opt in for since it rewards you with free products for taking care of your health. This can be compared to a frequent flyer program or hotel rewards program.

From a Consultant (Sharer/ Builder) Point of View:

In a conventional business, you might think that you will be losing a potential client when you advise somebody to become a wholesale customer rather than to purchase from you.

In dōTERRA this is different: You might be losing out on retail profit in the short term, however- you will be earning bonuses (residual income) and you will be winning a lifelong customer.

Retail:

- ✚ When you sell Products to Consumers at a Retail Price, you will be earning **25% profit**.
- ✚ **Price per Drop** can be Calculated, and Blends and Dilutions can be retailed in Roller Bottles.
- ✚ It is allowed to have products on your LRP Template to be shipped to another address, payment details may also be edited on the template. This could lead to increased **Product Points**. Product Points can be swapped for Products. This

Wholesale Customer:

- ✚ **Fast Start Bonusses** is your first form of compensation after registering a new member. You will earn 20%, 10% or 5% of the value of all purchases within the first 60 days by this member and all new members enrolled by them.
- ✚ By educating members, you will ensure future purchases and that your **Unilevel Bonus** keeps growing. You will be earning a percentage on all future purchases.
- ✚ **Empowerment Bonus** When you start to Rank Advance, the Empowerment Bonus and Performance Pool are bonuses that will significantly contribute to your income.

- + No responsibility to create invoices, collect payments, deliver parcels or to carry inventory.
- + **Please refer to the Compensation Plan video for further explanation.**