



LESSON THREE — Business by Principle

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Principled business? It almost sounds like an oxymoron. It is not, I promise. And there is nothing cultish or religious about it either. It is just this simple really, when you stay on Principle you can succeed regardless of what has occurred before and despite the current evidence to the contrary. So we begin this week by making the iCAN concept you memorized last week a working part of your mind and your business.

“My iCAN Attitude is a manifestation of my thoughts, feelings, and actions. My iCAN Attitude and my results are inseparable. They follow one another like night follows day.”

The word manifestation means ‘bringing something out of thought into the physical; into something material; something we can touch, see, taste, smell or hear’. All true creation works this way:

THOUGHT > WORD > ACTION > HABIT > CHARACTER > DESTINY

So yes, you are creating your own reality. When we think about and talk about doing something that is one thing, but when we take good actions, and repeat those good actions they become a part of our character, and character is what will define your future. Stated in the simplest terms: habit defines character. Hence repetition is KING at iCAN. We choose to develop good habits; we stop negative thoughts and conversations and we take good actions in order to develop good character. Character is always there when you most need it.

When we approach anyone about Nikken, especially if they are new to these technologies, we take along our thoughts, we express our feelings and take actions to create a result. We transmit our iCAN (or I cannot) attitude in the way we manifest (bring into their reality) the ideas and products of Nikken.

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This may all sound very philosophical but it is the reason some of us can bring people to the products and business of Nikken, while others struggle. When you are in-line with what you believe people are far more likely to want what you offer. They see, they hear, and they 'sense' the truth.

So what specific thoughts and actions will increase your success with customers? First, and this is almost backwards from what many networks teach — a solid retail foundation is JOB ONE. This is true because when you have a faulty foundation anything you build on it will eventually tip over. This is very logical really. Let me illustrate this point with a look at a North American television phenomena called 'The Dragon's Den'. In this show a group of judges (rich entrepreneurs) listen as the people who come to the program present their business idea. After a few frenzied minutes of explanation and demonstration these highly animated business hopefuls ask the judges/entrepreneurs to underwrite their idea; the judges who now appear almost god-like and incredibly wise will then ask the damning question, "Do you have a proof of concept?" In other words, is anybody buying your idea? Are you doing any business, i.e. do you have any sales? They are really asking if there is a retail foundation for the idea. Does it manifest in sales and profit? Remember, manifesting is bringing it into reality. You have an idea but can it become reality and produce profitable sales?

That is why we need a solid, repeatable, on-going retail base in our Nikken business. Because when we upgrade our customers, or when we just invite others to join us in this adventure they need to know that we have a 'proof of concept'; a successful little business that can be leveraged to create what we call a Silver, or Gold, or Royal Diamondship — what they would call a huge success. In Nikken, a solid retail base is made up of reoccurring orders from a group of customers. The ship-to dates may vary but your solid business foundation requires people on autoship. Your upline can show you 'how' to do that but for now let's be clear on 'why' it is essential and what Principles are used to attract the people who will become those retail customers. We will discuss Five Marketing Principles: I will explain one Principle at a time followed by a suggestion for a repeatable, teachable system you can use called **myfiveandi**. It is always a good idea to apply what you learn as you go. Today is the only day you have — work your Nikken business each day and never wait for just the right information or system. Apply your iCAN Attitude in this moment as you continue to build your Nikken business.

My dad used to say, “Get as far as you can down the road and you will see the rest of the way down the road.” So let’s start down the Principle path. Do you remember Simon Sinek from lesson one?

“If You Don’t Understand People, You Don’t Understand Business.”

— Simon Sinek

Well it is true, but it doesn’t mean we have to become psychologists or doctors, or ‘slick’ salespeople. It does mean that you will have to, with your mentor and sponsor, find a way to keep each presentation interesting and very real. For example, if you sound too technical or too medical you will delay your success. We used to say, ‘High tech — Low check’. It is so easy to spend too much time explaining ‘how’ it works and not ‘why’ it could help them. Too much business slang and it has become all about us and we will sound like we are ‘selling’ something. Ask yourself this question, how would you like to be treated? It just means learning to limit our talk; learning to listen and truly understand what they are saying. So what habit can we form to make this happen? Here’s my suggestion: each time you present Nikken, make it a habit to get into your right-mind before you speak; start by not projecting old thoughts and feelings onto what they are saying; really attempt to understand their ‘why’; listen to discover the way (or ways) what you have is just what they want. This may be a novel idea, but we are asking you to suspend judgement and listen. You are listening for a direction, a clue. It is how you know which idea or product to feature. We gather this information before and during the meeting. You may be wondering ‘how’. So let’s start with the first of the Five Marketing Principles that lies under our approach. And for the record, a Principle is a rule or law. In marketing these rules are often mistaken as a fad but what we call a fad is just the result of hitting a Principle dead-on.

Our first Principle was identified from a survey of 10-thousand customers who are in a long-term relationship with a company. It is the rule on ‘how’ we approach people and gain their permission to speak and demonstrate Nikken. In marketing-speak it is called Access. Regarding ACCESS, people said:

Give me a solution – help me out in a bind.

In simple terms, to gain ACCESS we must have a reason to begin the conversation. I remember a number of years ago I heard a seasoned sales-professional say, “Don’t answer questions that aren’t

asked.” What does that mean? How does that apply in a Nikken Self-care presentation? Well, to begin it means that I may have arrived at that presentation with a number of assumptions — good and not so good. Perhaps I have assumed that my potential customer already knows about and agrees with self-care, prevention, and the entire complimentary medical model. Or you may already assume that they will resist and won’t buy anything. That’s quite an accusation and you may say, “I would never do that!” But it is exactly what we do when we just start into a presentation without first understanding ‘why’ this person (or group of people) may need us. Let’s drill that home. Make it your habit to ask yourself this question: Why does THIS person need us? It is a waste of everyone’s time to just talk until you hit on something, but how do we know where to go and what to say?

So, before I engage anyone I must find out ... why they might need our solution. Please note that I am not saying ‘find out where it hurts’! The people with aches and pains are usually more forthcoming with a why but what about that much vaster market — people wanting to feel better, perform better and live longer; those wishing to avoid the consequences of poor air, food, and lifestyle. Nikken is totally unique in this area because of the Five Life Concepts. We were into social entrepreneurship before someone made up that term. We can offer much more than a healthy body. Our products are mood-altering. Can we identify an area of mutual interest and trust? People are very interested in learning about cost effective ways to enjoy life. But here is the real take-away from this part of our session: IDENTIFY THEIR WHY BEFORE YOU GET INTO YOUR PRESENTATION. If you have been coached and mentored properly you already know this but what routine (habit) do you have in place to ensure that this is what will take place ... every time. It’s like golf in the sense that the real professionals have a ‘routine’ before each swing. And that is not all, they think of where they are on the course and what the challenge may be, in real time (as it is happening) and BEFORE they swing at anything. In golf this is called course management and when you hear the pros talk about making a ‘mental mistake’ they are referring to the fact that they didn’t pay attention to their surroundings before they used their routine and swung. So to manage each situation and ‘where’ you engage with the customer is critical. This is more difficult if you are just talking to someone on a plane or in a grocery store but those meetings are really more to set up a time and a place to talk. Once it’s a formal meeting there are a few rules or suggestions we can habitually remind ourselves about: Am I in a place in which they can concentrate. Can they hear me? Ask them. Do they have time? Ask them to confirm. It shows respect. You will teach them how to treat you by creating a respectful atmosphere. Once everyone is settled let them know you are about to begin. Baby crying? Phone ringing? Is your client distracted? Stop. It is better to reschedule than to talk over an unnecessary noise or distraction. If your old left-brain suddenly tells you that you don’t deserve their attention and respect always call on your iCAN Attitude. And if that still isn’t enough, go out of yourself; do it because you represent Nikken. Do it because you want your prospect to respect Nikken.

All ready? Good, now let’s begin the presentation. Do you have an ‘elevator’ talk, a routine, to open the session? Remember that this opening is habitual. You do it every time. You would be

amazed at how many people stop doing something that works because THEY are sick of hearing it. Your audience needs you to be disciplined about this. They haven't heard the good stuff before so go ahead ... repeat your opening. Slow down. The only person who might be tired of hearing you ... is you. Your elevator talk is like a thermometer. You are taking the client's temperature. A good talk should give you a real sense of direction for this meeting. Pause, from time to time and nod. I know that sounds crazy but your body motion is talking too. We transmit a great deal of information by the way we look and through our actions. So, again: slow down, pause from time to time and nod.

Your Elevator talk

This is a personal story, a shared-experience, an explanation of your 'why'. An excellent and proven format is: what you were like, what happened, and what you are like now. Be brief, but this information should illuminate why Nikken would be of interest to them. When crafting your talk (which could be told effectively during the time it takes to ride an elevator) remember that you are asking for ACCESS to the customer. What did that survey say again? Regarding ACCESS: Give me a solution – help me out in a bind. But ... my left brain says, "I don't know if they are in a bind. Maybe they don't need a solution." True! And all the more reason for the elevator talk. Most human interactions begin with a revelation or a question. Your elevator talk will highlight a solution or ask a question that will lead to them seeking information. You will know if you are successful when they say something like, 'tell me more' or 'show me what you mean'. Keep it honest and don't tell them everything you know! I like to picture my elevator talk as an interesting storefront, a display window, and catchy heading of a news story; It must create a need-to-know. Yes, it is about you but it is more about uncovering their 'why'. So it may include your thoughts on our lack of self-care and the status-quo emphasis on accepting the idea of chronic disease. It can be your experience with a product (before, after, and now) or an explanation of what changed for you when you found this way of life. It will depend on your experience.

Most elevator talks I have given began with a question. A person will say, "What do you do?" I answer, "Twenty years ago my wife was suffering from a problem with her kidneys. We thought there was no solution and had accepted living with it. I was introduced to a technology from Japan. It worked. She isn't sick anymore so we decided that we would make it our business to let other people know about what we found. That has become my full-time career. It is just sad how many times people accept being sick as normal."

To become a Diamond, I used that story many, many times. I don't remember a time when the person didn't ask for more information. If they don't ask me what I do, I ask them what they do. They usually reciprocate. And I also use it when I am beginning a home presentation. That is, I use the same story by prefacing it with something like, "I was on a flight the other day and a person asked what I did for a living ...". Then I tell that same story. Why? Because it works. It makes them wonder if we have something for them or for someone they love. It makes them wonder what I found? It makes them ask if we have anything that can help their chronic discomfort. It opens the path for me to say that you don't have to be sick to get big benefits from Nikken products. A good

Elevator talk will often lead to talking about the ultimate goal — those I care about in a Nikken Wellness Home – a self-care sanctuary.

What's your story? Give me no more than sixty seconds of your 'why'. Pretend that someone asked you what you did or why you did what you did and then write it out. Email your story to me. We will share a few of them next week before we go onto the next Principle for building a successful customer-centric business.

Homework:

1. Write your elevator speech. Yes, even if you already have one.
2. Listen to, or read, this lesson once each day.
3. Repeat iCAN Attitude Statement one - 5 times each day.
4. Memorize iCAN Attitude Statement two:

"My iCAN attitude means forming positive habits: I will choose my words carefully to reflect an iCAN attitude, which is a master key to attracting, acquiring, and maintaining customers."

If you didn't get all of this tonight, you are right on track. Our first iCAN class members say, 'The penny dropped' after the second, or third, or even the fifth reading. They will also say they didn't get lesson 2 until they completed lesson 5. Remember that you are not in your right-mind in the beginning. Your left-brain is telling you any number of things to keep you from changing and putting yourself 'at risk'. Doing nothing is a no. We FORM good habits; we don't demand immediate results so it can take some time. Be firm but patient with yourself and those around you. We'll talk again next week.

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