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LESSON FOUR — It isn't Personal

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We said last time that a Principle is a law or rule. You can count on Principle. Principle is the reason you know that when you walk you will stay on the ground, and that when you fly the plane is able to land. That is because gravity is a Principle upon which we depend. But like electricity and the laws that make it possible, the forces under each Principle must be respected. In other words, these laws aren't interested in your age, nationality, or IQ — they are the same for the good and the evil, the rich and the poor. The sun and the rain fall on us all. Principles are indiscriminate and universally powerful. It is one reason that it seems so unfair when bad people succeed ... they apply certain principles habitually.

This is why we can Trust Principle over Personal Judgement.

It means that when we apply Principle to our actions, we get predictable results. It's not personal, it's just the law. So, we can let go of our old ideas about why others might succeed when we don't. They aren't genetically superior. They aren't uber-gifted salespeople. They are just applying certain laws (knowingly or unknowingly), which then create the desired results. And they have must have used these laws consistently to achieve the anticipated outcome. If they become arrogant or blinded by the success and stop using these laws, they will lose their gains. Please note: we are not talking about making higher moral choices or deciding to do what we might consider as 'the right thing' -- we are talking about using Principle time after time no matter what our head, or anyone else for that matter, may be suggesting.

We also recognize that there are higher Principles; higher laws that can be used to overcome the lower laws. And that this is also very good news. Because when we understand and apply a few higher Principles, our business dreams will manifest. It isn't about manipulating nature; it's about obeying the law(s). It's not about learning vast libraries of information on business. Books are great and information is wonderful, but thankfully, it is more to do with putting these Principles into action in our lives; it is our untiring application of the powerful Principles. And yes, that means repetition of good thoughts and actions until our feelings can catch up. Often in the beginning of this work you will have feelings that don't match up with what is going on. You may experience fear or sadness for no apparent reason. We do discuss this more later but just know that most feelings are only the expression of the chemical releases in your body, so if your left-mind 'imagines' trouble you will 'feel' fear with no good reason. And yes, this does pass when we keep reprogramming our thoughts through good actions. But here is something to consider: If you are just certain you've done everything possible and that you are still failing -- cheer up. The law says you AREN'T doing all the RIGHT things possible. How do I know that? Because you haven't manifested your goal. To be clear, I am not saying that you haven't tried in good faith or to the best of your knowledge, but ... you only know what you know. Think of it this way, you may 'know' something that isn't true anymore, or as Mark Twain said, "It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so."

The illiterate of the 21st Century will not be those who cannot read or write,

it will be those who cannot learn, unlearn, and relearn.

- Alvin Toffler

Things aren't always as they appear on the surface. For example, a diamond is the chemical element C, which is the identical element for carbon and soot. It's the pressure and time that changed the physical appearance and value of a diamond. So if you're feeling pressure because you've been at this for a long time, it may not be all bad. That pressure can be shaping what you already are into something even more valuable. Elements that share the same chemical character like diamonds and soot are called allotropes. They are made up of the same element but because of vast chemical and physical laws, they can manifest as something very valuable or as something that is virtually worthless.

That is why: Our thinking, our feelings and our actions, the elements of our makeup are inseparable from our results -- they follow one another like night follows day. So that begs a question: Why do so many of us find this so difficult to put into practice? It all sounds so easy. Right? When we hear that something is easy to do and we don't get it right away we can feel fear. It may be the way we closed our minds in the first place. We may begin to avoid doing the right thing in favor of doing something that just 'feels' better. And this 'creative avoidance' can be very hard work too. You can run yourself ragged avoiding the very actions that would make you succeed. It's not uncommon and it is totally curable. It just requires focused action to outgrow the fear. It means we work at the things that build our character. We always stay out of negative discussions of other people. We just stay on track doing what builds our business. Be kind with yourself in this work, a diamond takes time. The non-pressure route will only create soot.

About Fear

Rational fear is a good thing. People with no rational fear don't last very long. But when fear appears as something else, like an uninvited bully every time you attempt to talk to someone or ask for something, then fear has become a block. If you are afraid to ask a customer for the retail price of an item, when you know they need it, then something is wrong. Perhaps you have an idea or a false belief that is a powerful force underlying your behavior. Maybe you secretly feel that you are charging too much or that they can't afford what you are offering. But what price are you extracting by not letting them make that decision for themselves once they have an idea of just how much benefit your product could provide? Here is a solid Principle of any successful retail business. Don't make assumptions. Your responsibility is to provide interesting ideas and products; always demonstrate respect. Relationships are built on mutual interest and trust. So making assumptions can be very destructive.

Last year I was speaking in Los Angeles. I was seated at a table with a man who sells original manuscripts. He shared this story ... maybe just for you. And for those who have asked, yes this is a true story. One Saturday morning he saw what he thought was a homeless woman at his shop door about 15 minutes before the store opened. She was dirty and she was clutching some pop bottles in her arms. He considered just totally ignoring her; pretending that he didn't see her. And then he remembered a golden rule (Principle), something he had built his business on, 'Treat others as you would like to be treated.' He opened the shop door and asked the woman what she needed. To his surprise, she asked

him if he had an original, signed manuscript from Charles Dickens. “Yes”, he told her, “I actually have three of them.” She seemed very unsure as she asked if he would show them to her. He decided on the way to the showcase, where these very valuable books were displayed, that he would not only let her see them but that he would let her hold the book in her hand. She was delighted at this offer but seemed unwilling to put the bottles down. My friend assumed that she might be worried that he or someone else might take them but she finally did put the bottles on the floor near her feet. She took the first book in her hand and became transfixed. It seemed like she had a connection to the book. My friend was very pleased at his own generosity. He felt that he had done something very kind and very good. She asked to hold the other books in the series. After holding all the manuscripts for a time she asked, “How much will you sell these books for?” His heart filled with compassion but before he could reply she said, “That was silly of me, I should have asked the price before you saw how much I love them.” She then reached in her dirty pocket and produced a Black American Express Card. You know the one with no limit and said, “I’ll take them all. I just have to have them.”

Do you get it? He had jumped to a very embarrassing conclusion about her. She wasn’t poor. Later she explained that her gardener, a man whom she adored, was sick. She had attempted to do his gardening, which made her dirty from head to foot and after which she opted to drive the recycle bottles into town for him. She also explained that she didn’t feel right setting those dirty bottles down on his beautiful floor. It turned out that she was an extremely wealthy, and influential woman who became his best customer. She brought many celebrities to his shop in the years before her death. THIS IS THE MOST IMPORTANT of all Business and Character Building Principles: *Treat others as you would like to be treated and assume nothing.*

We must never decide what someone else can or cannot do. Your job is to share information; they need your information to make the best decision for themselves. They will make the decision. It never varies. And we must give them good information, so use a person as your A. Or use a brochure, a personal story, a You Tube video or whatever, but get the whole picture to them.

So in a very practical way, our job is to connect them with something of interest in a respectful way to build mutual trust. Our elevator speech was the storefront. The display window. The one-minute conversation that opened our virtual shop door. When they come inside be certain to treat them as a welcome and respected guest regardless of what ‘stories’ your left-brain may be telling you.

Does that sound over-the-top? Maybe you've tried something like this before? Maybe you don't understand why it didn't work as planned. Have you considered that you or those you mentor won't let go of unworkable ideas -- like judging another person's ability to pay for what they need. We may have some very damaging ideas about ourselves too. Are you hanging on to some childhood impression of a person in sales as someone selling what amounts to snake oil? Or that inner voice that says, "selling is disgusting". Well, here is what may come as a bit of a shock – maybe you are not letting those old ideas go because it gives you the excuse to avoid the real work? A harsh question, I know but we must really look at this. If you won't share Nikken, when and how will these people, these prospects, get to use what you are already enjoying in your life? Just when do they get the chance to enjoy these unique and proven energy products? Let's revisit a statement from over a hundred years ago that may give you further insight into why you won't change your habits and thinking:

"There is a principle which is a bar against all information; which is proof against all argument and which cannot help but keep a person in everlasting ignorance; that principle is contempt prior to investigation."

- Herbert Spencer

Maybe not you. Maybe the people you mentor or sponsor. But consider this simple question: has your mind blocked you because you make assumptions based on old ideas? Is it possible that some of your irrational fear is created by unrealistic expectations and old chatter? Have you mistakenly come to believe that you must have incredible amounts of product knowledge to impress and convince your customer? And here is the most common disconnect with customers – are you thinking about what you expect to see happen instead of finding out what your customer needs to see or hear? Remember "A customer wants a solution; she/he wants you to get them out of a bind." That bind doesn't have to be a health challenge. It might be a way to feel better, to have more energy – to run longer or operate more efficiently. They may want a way to provide clean water and air for their loved ones. So many need an answer to years of sleeplessness. An ever increasing number needs a way to generate income.

The takeaway is: when you present to anyone, always listen to hear what they are looking for. What do THEY need? After your brief opening they will let you know ... if you are listening and really hearing what they say. For example, they may say, “Don’t show me anything yet. Tell me more about you, or where the products are made.” That’s a valid request. They want to trust you and the company. They are asking questions to learn. Resist the temptation to just move forward with your presentation to avoid dealing with these pesky questions. The point is that you don’t know what they will say until they say it. You see, you can relax because you don’t have to carry the conversation; you are serving them. You don’t have to impress and dazzle! You are acting as their advocate.

And that brings us to the Second Customer-centric Principle gleaned from the survey of 10,000 committed customers. This is the underlying Principle regarding:

EXPERIENCE -- Establish INTIMACY with me by doing something no one else can do.

You need only go to a shopping mall food court to watch a majority of people experience a complete lack of intimacy. I sometimes wonder if they are on the cell phone with each other or with outside people. But where I live, the old and the young are on the phone, reading from a tablet, or just staring off into space. It is just crazy. Intimacy is a lost art for an entire generation. It is a fond memory for us digital immigrants, we dinosaurs who existed and communicated before the internet. We may talk about longing for good old communication but is that the way we act? Is your potential customer able to engage you in a one-on-one conversation? Think about how you would like to be treated. Would you like someone to just assume what you want or need to buy? Or would like someone insinuating that you hate your J.O.B. and that you are looking for a new career? I wouldn’t. I may be in need of what you have to offer, but I don’t know that until I give you access to show me, until till there is some trust. This is true in every buying situation. Think about your own experiences in a retail store: A clerk says, “May I help you? And you, the potential customer reply, “No! I am just looking.” In other words, “Don’t try to sell me anything. If I see something I want, I’ll let you know.” That is, of course, unless you know what you want and you are asking for directions.

But here is the part you may not have considered: we want personal attention from someone WHEN they have something that we want or need. That’s how we want to be treated, right? We want to be

attended to immediately if we decide we want to get something. But, you may say, “How am I supposed to know what they need?” You don’t. But just like that customer in the store ... they are looking for something and once they find something they need or want, most will want personal attention and they want that attention now! You can get it for them immediately? You can’t? Then tell them what you will do to get it for them at the earliest possible time. A customer will wait if they know something is coming and when we are respectfully told that it will take some time. We are more willing to wait if the person serving us is really attempting to get it for us in a timely fashion. A good rule of thumb: under promise and over deliver.

So here is the nugget of information: Once you find a person who wants and needs what you have ... make that customer a personal concern of yours. I couldn’t tell you the number of good customers who have wandered away from Nikken because no one was giving them personal attention. Unfortunately, the old model of Network Marketing used to give a buyer the impression that if they won’t to do the business they aren’t all that important. This is a huge mistake for repeat business, which is the foundation of any sustainable retail enterprise. And I am not suggesting that you can personally cater to hundreds of retail-only customers. What I am suggesting is that you can give very special and intimate (personal) attention to a few retail customers. In our experience you must find about five Active retail customers as a minimum and more only if you have the time to really care for them. In other words, you provide very personal attention for your five -- keep them up-to-speed on product updates; fight any battles they might have with the company, i.e. you take their complaint and get it solved; regularly send them interesting information on the products or perhaps a YouTube video that may be of interest as it relates to the product; you may even consider a customer appreciation routine, i.e. cards, gifts, etc. Don’t be afraid to introduce them to other products once you have their trust. You have no less than Five Technologies to provide something for your customer that no one else can do. So, an excellent relationship with a few customers can provide you a constant source of other potential customers and business partner leads as well as a foundational cash flow. Yes, you heard right: customers will bring other customers with no profit motive IF they feel that they are getting something they need from someone who cares. They are happy to introduce family and friends to someone they trust.

You should know your customer better than anyone and you may suggest what is best for them but please don’t hesitate to find out from your sponsor or mentor what others are doing. The soon to be launched **myfiveandi.com** site will provide an ongoing customer service blog that you can contribute to

and learn from. But don't wait for that. Why not let it begin right now? Even if you have a number of personal autoship customers already this is your assignment:

1. Get at least one retail only customer (ROC). This is someone you know is not going to do the business. Yes, a customer. Someone you have avoided because you weren't clear on why you were approaching them. It is an easy list because everyone needs what we have. It may be someone who is already heavily into self-care, jogging, or sports. Make a customer list. Review it with your sponsor. Then call your strongest customer prospect and set up a place and time to do your elevator speech and personalized customer demo. You could make the contact and lead using the SAQ. Listen for what they want and get it for them. You will also need to acquire one autoship customer. When you have that new customer and an autoship – let me know at info@icanattitude.com.
2. Read or listen to lesson one 5 times each day.
3. Read or listen to this presentation (Lesson 4) a minimum of once a day for seven days — outline in writing what you have learned after each review. Try for new insights each time. Please submit this as a journal, i.e. send your email on Tuesday each week before the call.
4. Memorize the iCAN proposal number three:
“My iCAN attitude allows me to teach clients something, which will add-value to their experience with me; I encourage them to respond in kind.”

Repetition is so powerful. We are told that it takes about a month to actually change a habit. So when you read the lessons 5 times instead of once you will have a better shot at change. Having said that, you must put these Principles into action or that will not lock into your Character. If you want a practical example of what it means to change a habit, then try this: wear your wristwatch on the opposite wrist. Do this for thirty days.