



LESSON TEN — **Calm Down, Speed Up.**

Another great week for iCAN because you are demonstrating the commitment to yourselves, to each other and to Nikken. The results do not lie, iCAN member's autoship is up, morale is up and we are continuing to introduce this business model to an increasing number of people. So what's left? Staying focused. But what is the right focus? That is an excellent question. It really helps to know the right part of the business to focus on ... and when. With proper focus, you can calm down to speed up!

Let's begin by developing a common understanding of the word 'focus' in relation to an iCAN Attitude. Focus is about direction. Commitment without focus can be very confusing and as we discussed last time — an unfocused thought can be dangerous because it has the power to neutralize our positive thought. Here is a simple story I made up to explain: let's say I'm committed to something in the everyday-world, like I committed to turn on the garden hose, and then I take the action. I not only follow through with that commitment and turn it on — I turn it on FULL BLAST! But here's the thing: did I consider where the hose was pointed? Did I bother to adjust the nozzle? Maybe I take a lot for granted? And am I prepared for the results of turning that hose on? I am using this silly example because it illustrates a very important point, a point which eludes a majority of sincere people doing 'attitude adjustment' work and it is called focus — so the question is: where are you going to point all of that new high pressure enthusiasm and confidence? Because if it isn't focused and aimed in the right direction the results can be discouraging, confusing and down-right disheartening. If it is not focused and it doesn't work out — given most people's default position as those voices in their head that say, "Your new attitude didn't work", no focus can be the end of a perfectly logical commitment. What does this have to do with the garden hose story? Well it would be like saying, "I didn't think to position the hose properly and now the basement window is broken and the basement is flooded, and it all happened just as my worst critic showed up for a visit! So ... I quit. I will never turn on that hose again. I tried and it just doesn't work for someone like me. I guess I don't have good garden hose genes!". Over

simplified? Not really. It is just about that silly. When we don't focus, we get unpredictable results and they aren't always good.

And here is another little trap if you are someone with the idea that focus IS important. Given our commitment and our decision to focus, we may want to 'set' our expectations. But to whom do we compare ourselves? In other words, what is our expectation based upon? Is it a reasonable request? Too often we want the attitude of Zig Ziglar, the sales ability of Dale Carnegie, and the computer skills of Bill Gates. And it gets worse. It isn't a request we make of ourselves – it's a demand! That's not focused effort; that's a blueprint for disaster. Certainly those people are excellent examples but they didn't get there in ninety-days, or even a year. They worked for and developed those skills long before you'd ever heard of them. And by the way ... that's WHY you've heard of them, they were the best at what they did. Now let's stop to think of the people we deal with; the people WE buy from. Do they seem like super-salespeople? Maybe you have the good fortune to deal a few really good sales people but the simple truth is that people are just people, and we buy from the people we LIKE and TRUST. But don't take my word for it. After the call tonight take 15 minutes to just consider the people with whom you do repeat business. Superstars? Or are they just easy-to-deal-with, caring, trustworthy people offering a better price or unique product? You don't even have much of a relationship with some of them IF they get the 'job' done. Now comes the 'get focused' question: How did they become who we deal with? Luck? Chance? Maybe. But if they weren't focused on being there when we needed something, or if they hadn't focused on finding the thing we needed — down to the kind of bread we prefer — it could be a different story. So now comes the million-dollar question (and I'm not exaggerating, it can be worth a million dollars): now that you have a committed, iCAN Attitude, what or who should you focus on? What is the next right thing? Here's a trick: Sometimes looking at the opposite of what you want will help you define what it is that you are looking for. So here is a story many of you already know; a story from today's news that I think should serve as a warning to many other corporations that continue to push for false growth. It is a story of recruiting rather than serving our customers.

Recently a network marketing company was levied a \$200,000,000 fine for teaching and encouraging their field to place their primary focus on getting people to join their business. Never mind customer-centric sales! It may sound harmless and more like a pushy marketing idea but the authorities said they didn't have REAL customers; that people were remunerated more for recruiting than for making actual product sales. This case is already a catalyst for change in this industry and it says a lot about what has

gone on; people moving people from one opportunity to another just for the dollars. So here is what we should avoid — any company that encourages finding and moving people from one thing to another, one crazy concept to another. It is a serious ethical problem — who is the customer? Where are their agents? Who is providing what they need? If no one ever stops to serve the customer's needs, what will eventually happen to that business? Can you see why we insist on learning customer-centrics? Why I have continued to say that you and Nikken are perfectly positioned for what is coming next? You have a customer-centric attitude with REAL products in both consumables and durables. And here is the proof of the fact that Nikken is a real business and not all hype — when you don't have sales, you and the people above you, won't make money. And just for emphasis: adding more people who will have no sales is not a viable fix. We must focus on building a small business. Every person in Nikken can be focused to become a productive, customer-centric business. You don't have to be a fantastic storyteller, or a hotshot, or a back-room manipulator. You do have to serve the customers and the people you are finding and teaching to serve other customers.

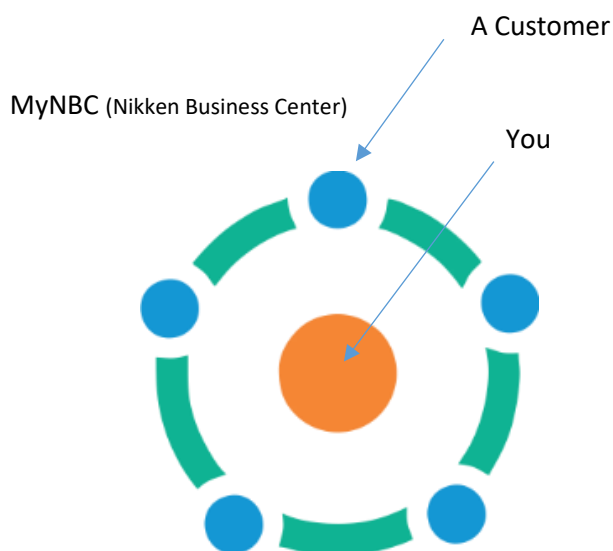
So our initial focus is very obvious, build a foundation in sales. The following is from a marketing plan developed at iCAN and its requirements and suggestions have not been reviewed or endorsed by Nikken. It is a plan that will trigger all of the benefits of the Nikken pay plan but the Nikken Corporation is not supporting any of this. If you opt in to our program, it is because you are looking for a way to focus and a plan that defines a retail foundation. So here goes:

First we need to create personal sales because the business will need a cash-flow. And it isn't a great amount of sales or a huge number of customers. We want repeat and autoship customers to form our Nikken Business Center (NBC). An ideal number is FIVE. As you develop in this business you will have many more, but let's get a minimum of FIVE. FIVE consistent product users who are over-served by us. This is our core. We have FIVE LIFE CONCEPTS. And now we have a minimum of FIVE CUSTOMERS. Easy to explain and remember! And FIVE of your regular customers can become much more than dedicated product customers. There are so many good things you can do with your customers — to keep you involved with them and to keep them close to you. We call it 'Together for Good'; good health, mind, body, family and finance. This can be your signature, which is why the plan is called **myfiveandi**. In other words, you and FIVE of your regular (active) customers can become the very face of your business in social media, in your community, in the eyes of your fellow consultants. Together you can accomplish things that as individuals we could never hope to do alone. Just imagine having this small group of like-

mindful people doing random acts of kindness, or regular exercise, or peer-to-peer learning, or ... well it will be something that you and your FIVE think is important. And that is what makes this so individual and powerful. It is just an easy way to focus on your customers while achieving your collective goals for good. If you work out together, get a picture of you and your five. Post it on Facebook. Or use it at in-home meetings on a slide or a hand out. Brag about them! Say what you are doing and share the results. People are feeling alienated and isolated, this is a great way to create recognition and doing something for good.

That is why we stay focused on that vital first step: to create a real business foundation. To own a business that is trackable and manageable; a business that will be of real interest to the 71% of the people who say they now depend on a second income. If you have this in place already congratulations, we hope that this simple model can help when you teach it to others. It is as we've said, based on FIVE active customers and you may have even more. We know from practical experience that the initial FIVE regular and autoship customers can be surrounded by a good number of other customers as well. In practice, it is rare to hit the perfect FIVE people without developing a number of other customers and customer leads. Assuming there will be more than FIVE is very good and very healthy. But to make things trackable and manageable: you and each person in your organization will maintain a minimum of FIVE, to achieve the goal of **myfiveandi**.

So in this plan, we have a name for your committed focus: **Building your Nikken Business Center**.



PHASE ONE: Build your NBC

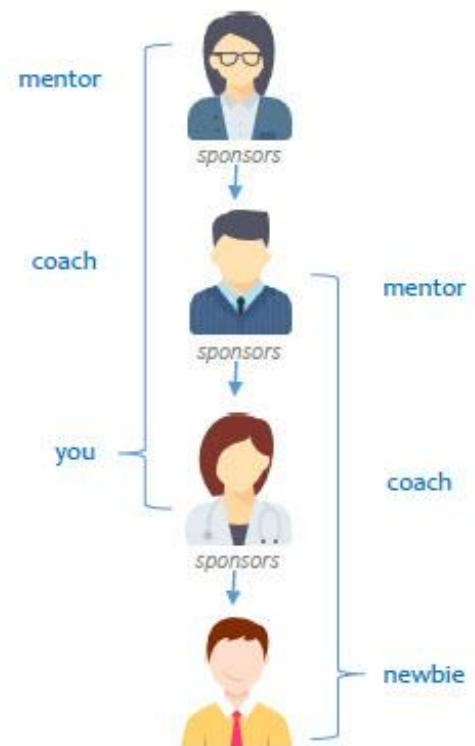
Get your own product. You are your first customer in a way, but you will still require a minimum of 5 other regular or autoship customers. This is a basic building block. We require it of ourselves and anyone serious about building a successful Nikken Business. Why? When the people in your group have 5 regular customers, they are ready for Phase Two; they have a basic cash-flow; they can now show someone else how to get customers. And if it is of interest them, they have a basis for keeping those customers informed and involved in **myfiveandi**. Bottom line: it's manageable.

Where to FOCUS in Phase One:

At the risk of sounding like a nag, we focus on Customers. You and your Sponsor can review and prepare your plan. If you don't have a Sponsor that is involved or who can help – ask someone you respect to help you and make yourself this promise: “I will be the kind of Sponsor that WILL be there as a coach for my people. I will Mentor those individuals in my group, and Sponsor others because it is the right thing to do. These actions will be my personal demonstration of my iCAN Attitude.” It is a privilege to have great upline but it is far more important to BE great upline.

You, your Sponsor, and hopefully your Mentor will prepare a list of customers in play; a list of potential customers; and your list of potential business colleagues. I have learned to never assume that my customers would not be interested in the business or that my business prospects wouldn't turn out to be just great customers. I have also learned that I need a FOCUS for a business call — a starting point. FIRST: am I calling about business or am I calling to offer a product suggestion or something as a service? You will see, as a part of your homework this week, how to schedule and coordinate these prospecting calls.

But why would we call potential and existing Customers? We already know that a customer-centric business calls its customers to listen, i.e. How are you? Are you getting what you need from us on time? Can you tell me your product experience, etc. But we are also their agents, we may offer them something that no one else is offering, i.e. This month, Nikken has made a number of excellent product offers. But before you make that call, try to remember any individual details, ‘Did they express interest in any of the sale products;’ What would interest them? Let's not assume they are okay for now or that you have fulfilled the product side of things. And here is your backup offer, if they have no product need right now; you can offer the SAQ. Let them discover their current balance score. It will be helpful going forward in a relationship of interest and trust. Keep a file on them. It is important to refresh your memory before you call them.



To feel confident about this process, it is a good idea to take the SAQ yourself. You will see how your answers collate with the suggestions made by the Actions Form. The SAQ is what's called a funnel. It is something you can use to focus your call. Will they take it? Who knows? Our job is not to make their decision. Our job is to make an offer. Does the offer have to be perfect? Again, think of the people from whom you buy things? Are their offers perfect? So the task is more about you helping your client to understand their needs and what you have to offer. Simple. Do that a number of times and you will have customers. And better yet, you will know and care about these customers.

Here is some personal experience with regard to calling people I don't personally know — the people I call to listen and learn. I never sound over-friendly, that is insincere. I try to remain their potential agent. I explain why I've called and then I shut up. Please understand that people will need time to think, to respond. Don't keep talking because eventually they will become more concerned with getting off of the phone. And since we won't die from trying this, (a no is not personal, it is not permanent, it is not pervasive) what do you have to lose? It is just a 'not now'. When calling someone I know concerning business, I say "I am calling about business." I do that even when calling my existing customers. That may seem revolutionary to some but there is nothing worse than having a person reconnect with you and then suddenly tell you that the reason they called is business. It is hurtful. It's all, "I haven't seen you for twenty years. How are you? I really missed you. Do you want to buy a magnet?" It feels like a betrayal for many of us so why take the chance? Just say, "Hello Bob, this is Marty. I have a business idea to discuss, do you have five minutes?" or "I'm calling because you said you had constant aching in your feet ...". Just be authentic, treat them as you would like to be treated.

Another TIP: Don't leave a message announcing that you're calling about business. Most of us are too busy already and will avoid something that sounds like more work. Just leave a message stating your name and asking them to return your call. If they haven't returned your call, and after a reasonable amount of time, call and leave another message stating that you didn't hear back so you are following up. Say something like, "Please text or call me to let me know if I have the right number." Again, how would you like to be treated? I don't want people shaming me with, "You didn't call me back." Leave them an opening so they can call without obligation or shame for not returning your call the first time. And when they call back, please don't say "who?" This is always a risk if you have a large list in play, but we all want to be respected and remembered. Right? So, be prepared to answer a call from each name on that list. When they call you can say, "Thank you, <name> for calling back. I have done this kind of

calling for many years and my experience is to leave the 'small talk', i.e. how's the family, the business, the old school or whatever, to the end of the call and especially if they have said no to you. When you end the call on a friendly note they know that you are still okay with them. That's important. How would you like to be treated?

If you don't know them personally, don't pretend small talk. It is just awkward and unproductive. Simply say thank you for taking my call. Don't ruin a future opportunity. Here is a powerful little idea: We all know that everyone's situation can change so I close by asking for their email. I offer to send them something. I never spam. To be perfectly clear: If they ask, or agree to have me send product offers great otherwise I just send interesting bits of information on the topics they might enjoy: The importance of sleep. The body's need for good water. A short article on something **myfiveandi** just achieved. A new report on whatever. Again, what would you like to receive? And by the way, there are countless good reasons to re-call that person in the future. But here is the bottom line in the beginning:

We remain focused on getting those customers. It is a commitment to ourselves, our sponsors and our group. And yes, the call can turn into something different. What if that customer suddenly expresses an interest in the business? Do we tell them we are only getting customers right now? Of course not. But this is important: Your sponsor and mentor should be involved too. It is not a great idea to handle an upgrade alone. It is just this simple: two heads are better than one. You may get them interested but do yourself a favor and bring in an 'A'. If you don't have an active sponsor or mentor, that 'A' can be a video, or audio or someone you respect in Nikken. But, leverage is so important. They may have become interested because they trust you, but when you introduce a person you trust they will take the information from that person seriously.

After you have your FIVE regular and autoship customers in place you will be in integrity when you tell someone else that they can do this. By the way, you can also be in integrity when you say you haven't done this yet but that you are getting it done. And if this is taking longer than you had hoped, you may have to have a talk with yourself very soon. Remind yourself that:

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.*

Getting a customer will not happen every time you reach out to a prospect but you are guaranteed not to get a customer if you won't reach out. Remember the 3-Ps? There is nothing to fear and people need and want what you have. They may not know what you have and that is really your opportunity to act as their agent. And keep your mind clear:

You can't hold two opposing ideas. So let the negative idea go. Shut it out. Listen to your goal.

This week's homework is all about action:

1. Confirm or create a customer list with the help of your sponsor or mentor
2. Develop an approach for each individual you intend to call.
3. Mark the day and the time you will call the person on a calendar and give a copy to your sponsor, mentor or associate. Make yourself accountable to that task. Tell them when you have completed the call and if they are willing, do a review.
4. Take the SAQ if you haven't already. Discuss the results with someone, perhaps your mentor, sponsor, Nikken friend, or spouse. If you've done it, review the results. Get back in touch with this funnel. If you are taking the test for the first time here is a TIP: *Be sure to use your own email address in both the participant and consultant email boxes.*
5. Read or listen to this lesson once each day for a week. And as William often reminds us, repetition is a key. So listen or read it five times a day if you want to own it.

Nikken has not endorsed or reviewed this content.