

Building a Successful Nikken Business.....by Royal Diamond Jeff Van Blaricum

First, we need to decide what we want, set some goals and make our list.

Operate from a place of faith and expectation that what you want is materializing!

A positive attitude is critical; books, tapes and association with positive people will help

We need to understand our job. It is to recruit people and build a network through which these products reach the public. Product sales happen at the end of the process. (see 1. i. Decision)
Now we can begin.

The only thing we're "selling" is people becoming 100% informed

1. Business Basics Process

- a. Call or drop by to invite prospects to a one-on-one/abc meeting
- b. Phone is to get the appointment, not to explain Nikken
- c. Do an effective one-on-one/ abc presentation/face to face/neutral site/30-45 minutes
- d. Provide information
- e. Get your prospect to an event (weekly wellness preview) 1 hr plus 30 min/rollout after
- f. Rollouts & product loans (if necessary) happen at the end of the wellness preview
- g. 3-way call. This call can happen before or after the weekly event
- h. Follow-up (see section 2.)
- i. Decision – join to build business or be a wholesale customer

2. Follow-up. Schedule this meeting before they leave the wellness preview for sometime in the next 3-4 days This is a critical meeting where everything gets tied together

- a. Do rollout if not completed prior. Get their questions answered
- b. Find out what they really want in life
- c. Reiterate "Business Basics" so they know what our business "looks like"
- d. Teach them the Nikken Compensation Plan up to Silver
- e. Show them how doing the Basics, plus the Nikken Compensation Plan, and working together with you, can get them what they want
- f. Sometimes more than one follow-up meeting is necessary before g, h & i can happen
- g. Decision-join to build business or be a wholesale customer
- h. Product order – business building, personal use, autoship and HBMT
- i. If business builder-Game plan/ Strategy/ Name List-Go to section 3

3. Initiate Activity

- a. Goal is to help people make money fast (\$500 to \$2500 in 30 to 90 days)
- b. Lead by example: build a leg.....,don't just wait around
- c. Big difference between just signing up and sponsoring
- d. Take game plan from follow-up (2. i.) and get busy seeing people
- e. Help them take up to 6-10 people completely through Business Basics Process
- f. Keep working in depth-goal is to find 3 leaders down each vertical leg you have

4. Plan Your Monthly Volume

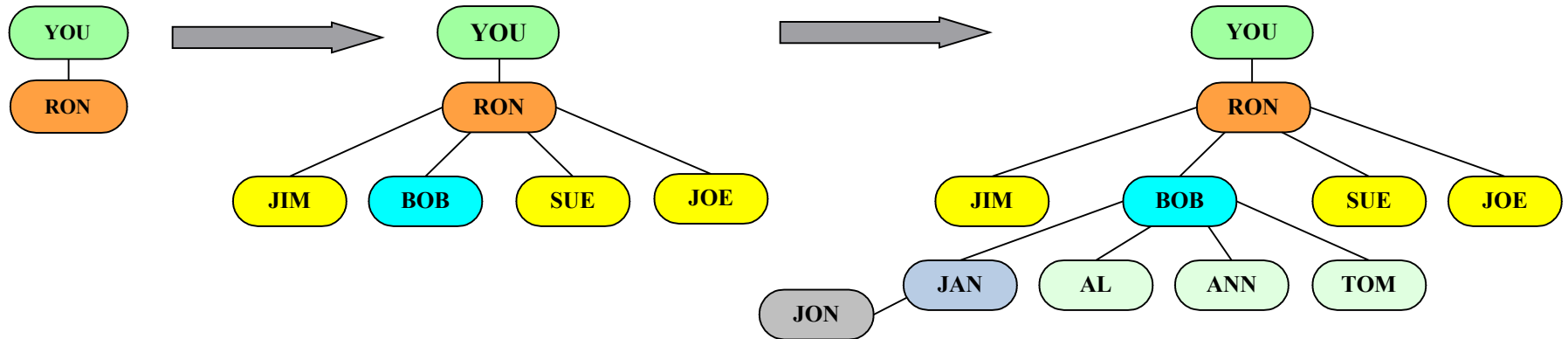
- a.. Determine an amount of volume you think is possible
- b. Talk with your team – determine each person's contribution
- c. Go to work with your team doing the business basics
- d. Work through the end of the month – don't give up early, build momentum!
- e. You will always have more monthly volume when working with a plan. More volume equals a bigger check!!

Note: An average of 30 one-on-one/abc presentations within a personal group will generally create a silver distributorship. The goal is to complete the Business Basics process with as many as possible.

Repeat these steps over and over again to create a strong network – Duplication is the key!

Building a Nikken Empire

Work with people who want the business and will get you in front of others.....



The job is just beginning when **Ron** is sponsored.
Ron will need your help. Teach him how we work.
He's going to run for only a little while on pure enthusiasm.

Ask him..."Who would you really want to have on your team?
Of all the people you know, who do you believe could be really good in this, and that you would enjoy working with?"

Prove to **Ron** the business will work by getting one of his prospective business partners interested (What about **Bob**?)
"Fear of Loss" is more urgent than "desire for gain"...Create a situation where **Ron** has something to lose!
"Wow! **Bob** looks really good!"

Grow a new "leg" by going deep. Get under people. Treat everyone as if they were first level. Build personal relationships.
Help **Bob** sponsor someone (he is the one who gave us names). Next....work directly with **Bob's** best contact. **Jan** wants to build a business. Help her sponsor **Jon**, etc. Work down each leg until you have three strong leaders in a row, i.e. **Ron, Bob and Jan**.

Use the Boy Scout Principle in starting a fire. Gather the wood...stack it...light the fire on the bottom of the pile and watch it "roar"! Everyone gets excited!

Remember 25 to 30 "ABC Presentations" somewhere under **Ron** in a month will make him a Silver! Everyone you present to may not sponsor in.....but most will at least want to use some products or if nothing else....possibly give you some referrals.