



## LESSON SIX — A Product of the Product

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Welcome back to iCAN Attitude Session Six. We are officially half-way through iCAN2 and this is where the rubber hits the road. This is where we demonstrate through the right habits, a higher self, a more authentic-self one day at a time because we are tapping into our true potential. That's right you've always been much more than you've accepted. I saw a meme the other day that says it very well:

*“YOU ARE FAR TOO SMART  
TO BE THE ONLY THING  
STANDING IN YOUR WAY.”*

So, thank-you for your emails and for telling on yourself when you've met resistance. And just to be perfectly clear, those texts were not about some powerful force opposing you; or some really difficult sales situation; they are really about self-sabotage. The word sabotage came from France. According to the story, many years ago a shoe (sabot) manufacturer was grossly underpaying his staff and the working conditions had become unbearable. The workers rebelled and destroyed the product they were making. These **saboteurs** did so much damage according to the legend that they put themselves out of work. So it is a bit repetitive for us to say self-sabotage because it is by definition the destruction of valuable assets — the destruction of the very things we need to prosper. Now you can be clear on who and what is in your way. As Pogo the comic strip possum once said, “We have met the enemy and he is us.” This is paramount! Thank goodness for Principle: Precedent does not bind Principle — consistent and persistent application of the Principles we have discussed will overcome your inner

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sabotage. We don't do negative, even when we speak to ourselves. So why the struggle? It's to do with old ideas. This is the corner stone of self-development. It is a concept that is so simple, so brilliant, so obvious that we don't see the power it holds. It is also obscured by our 'common sense'. Remember what Mark Twain said? It's what you believe that ain't true that'll hurt you. We struggle to let these ideas go because we tend to think some of these old ideas are good. There is only one test of an idea: does it bear good fruit? No? Then that is not a good habit or idea. But as we learned last week, **you won't think your way into right actions, you have to act your way into right thinking.** Find a principle and work it until it becomes habit. Your ego will hate it but you will get unstuck — sometimes quickly and sometimes slowly. If you are getting meaningful results, and I don't just mean financial gain, keep at it. Do it more. Teach it. Be grateful for it. We will talk more about this the week after next, for now, let's get back to talking about your business-you.

A real business requires loyal customers, which is why we acknowledge the need for autoship orders. This is important foundational work. I know this isn't talked about enough so let me briefly say that autoship also has a number of advantages for the company — your supply, research and development company. With regular monthly ordering, like autoship, the company's inventory management becomes much more predictable and our relationship of mutual interest and trust is reinforced. It might seem like it's not our problem but imagine if you were managing a supply warehouse that could wildly fluctuate in any given month. What do you stock? They might wonder where is the field putting its emphasis when basic products are unpredictably up and down? It might even appear like the field doesn't care about their problems, and that begs the question, 'Why should the company be excited about providing incentives for the field? The principle here is the same as our customer rule: we treat them as we would like to be treated. BTW: I have no insider knowledge of how the company's supply and warehousing works but the Principle is the same in every business: There is great strength in forming a consistent and predictable foundation like autoship. It's not your highest earning potential but it is a way of showing that the lights are on and you are open for business; that you care about your supplier. It also provides a vital link to customers who will appreciate excellent service. Customers who will bring other customers; who will purchase durables from time to time, and the customers who keep us conscious of our little store and its promise of customer-centric services. This simple little energy cell at the center of your business is also a proof of concept. Autoship customers are an asset that you can point to when you are asking someone to join your home-based business career path. You can explain

that this small amount of cash-flow in the beginning can generate a huge amount of monthly income when we take it down several levels. It is this leverage of a very basic fundamental part of any business that makes the networking business model so brilliant.

This also goes to underscore the fourth principle from the 10,000-person survey. And it is about something you should see as your ‘differentiation’ from other networks — PRODUCT:

ACCESS	EXPERIENCE	PRICE	PRODUCT	SERVICE
Give me a <b>SOLUTION</b> help me out in a bind.	Establish <b>INTIMACY</b> with me by doing something no one else can do.	Be my <b>AGENT</b> let me trust you to make my purchases.	<b>INSPIRE</b> me with an assortment of products that I didn't know about.	<b>CUSTOMIZE</b> the product or service to fit my needs.

I don't know whether you have consciously had this thought or not, but Nikken is unlike any other Networking Business out there — because you are not just marketing consumables. This is what makes it so difficult for people to apply the typical Networking Marketing schemes here. You are part of something very unusual and for that reason you have become the picture-child for the Product Principle: ‘Inspire me with an assortment of products that I didn't know about’. In a run-of-the-mill network company there are potions and lotions and drinks and other more mundane offerings like diet aids or beverages. There is nothing in any of those categories that is so far out of the box that the customer could really say, ‘I've never even heard of such a thing’. That is your advantage and it is a big challenge too. We must never assume. (Remember our earlier lessons?) We must never assume that our potential customer really understands the things we now accept and know to be true. Are you listening to really understand what a customer is saying when they say something like, “Do you really expect me to believe that this works?” When you have forgotten about the novelty in this situation you can be a little offended. You might have heard them say that they didn't believe YOU. Maybe you feel a bit insulted, like they have just insinuated that you are lying. Even if you subconsciously forget that they are just ignorant of what these technologies will do you might ‘retract’ and become defensive. You may have forgotten that there was a time when you also felt skeptical and even though you didn't blurt anything out you might have wanted to say, “Are you kidding me? Let me get this straight. You stuck a

magnet in your shoe and your headache stopped?” Or perhaps you went the ‘smug’ route and just gave them the old ‘trust me’ look and assumed that they were satisfied.

Now I know we said that we aren’t aiming to become sales professionals; but we are working to be professional in that we show respect to anyone we contact. So here comes the professional part: It can be an act of will to just pause before we ask an unemotional question. Again, this isn’t a con-man technique for getting your way — it is a respectful habit we develop with our prospects, customers, and yes even our family. We pause and find out if WE really understood the question.

Let’s take that example in which the prospect has said, “Do you really expect me to believe that this works?” I pause, and then I ask a question, “Are you saying you don’t believe it works?” It is called active listening. I tell you what I thought I heard you say. You will be amazed, if you are like me, just how many times what they were really asking had nothing to do with what I thought I heard. This is an excellent skill to cultivate for our business and for our everyday relationships.

Let me give you a couple of examples of a possible reply to my question “Are you saying you don’t believe it works?” After I active listen to them:

They say, “I don’t mean I don’t think it works, I mean Wow! That is totally amazing!”

Here is an example of me misunderstanding what I heard. Now I say, “Let me demonstrate, or let me introduce you to; or let’s watch this product demonstration, or I know, in the beginning I found it really hard to believe too.” You get the picture?

Or they say, “Yes. Exactly. I mean I don’t believe it works.”

Okay, it’s confirmed. I heard it right. But this is not about me. This is about them. So I ask another question, “Would you like to see something that explains how it works, or would it help if I share a personal experience with the product ... or let’s try another demonstration to see if we get results that will help you understand the power of this product.” There are numerous paths to take. But you haven’t ducked the question and you are cheerfully helping them.

There are of course many ways that this can play out but let’s always be clear that our opportunity to serve this customer must be Principle based. If I get angry ... I lose. If I become indignant ... I lose. If I ignore the question ... I lose. Go to the guiding Principle: How would you like to have this answered? How would you like to be treated? The biggest advantage we have in any presentation is the fact that we are Humans Being More, NOT Humans Being Perfect. If you honestly can’t answer the question it is

perfectly acceptable to tell the person that you will research and get an answer. Be real, always. If you have the video, or some other tool with you ... use it. You may have to ask for time to properly answer the question. But again, they are having their objection dealt with and that is customer-centric.

And sometimes it just clicks. You are in the 'amaze the customer business'. Nikken products are unusual and life-changing. Sounds great, right? But it also means that we have to use common sense. No one is comfortable drinking from a fire hose, which is what too much information too fast feels like. It is never good to over promise or over do a product. The results speak for themselves, we do not need to embellish or exaggerate when a product demo has gone well.

Are you prepared for what's next? If you haven't had this thought yet this may be a good time to bring it up: What do you bring to demonstrate? Ask your upline what she/he uses. Ask other successful consultants. It is easy because you are not in the 'magic' business. I couldn't tell you the number of times I watched as a consultant tried to 'blow' the customer away with a demo only to have it fail. An understated demonstration gives the customer a chance to be amazed and sometimes they are 'blown away' by something you didn't even consider important. It is just respect of the product and the customer. I try to stay right-sized in a demonstration because they need me to be their agent not a show off and certainly not a know-it-all.

So what is the key? You must listen to hear what they need. We deliver our opening and we make it a habit to listen for what would be of interest to them. We provide information about THAT. Many of us can be tempted to keep introducing more wonders and more stories and more data. Think about this: Have you ever been in store that has everything on display? I mean, have you have been in a store that has so many things for sale you can't find what you need? Well, you may be the only Nikken store the clients ever see. You are a 21<sup>st</sup> Century Store; a virtual store. Imagine a store that you enter and much to your delight they will display ONLY what you would find interesting ... and just a little bit more! It would be hard to get out of there without buying something – especially if they offered wonderful things you didn't even know existed; things that gave you energy and made you feel well. The very things you didn't know you were looking for. This store can have amazing displays too. But we must make certain the display is done with respect and humility. Now a final word about using an ABC:

If you have someone with you, someone with product experience and/or product knowledge ... let them talk. Don't compete with them -- edify them. Let your customer know that you have a relationship of interest and trust with this person; that you brought them along to explain something important. I

know you may find this hard to believe but I have been on numerous presentations in which the 'B', the person who invited me to be their 'A", will speak over me; will interrupt me, and has even contradicted me. Now that is a sure way to confuse a customer. Even if your 'B' isn't saying what you think is right please be respectful. There is always something we don't understand. There is always an angle you may not have considered. Maybe they are going to do or say something that is just perfect for the customer because they are relating to the customer and not with you at that moment. In other words, don't keep interrupting. The same goes for playing a video. It isn't usually a good idea stop a video to inject an idea because it breaks concentration and flow. If you are inspired to add something watching the video with the client, jot it down. Say it after the video. Say it after the presentation. It is amazing how many times you will find that the presenter will get to that point before they finish anyway. Same old story, the Golden Rule.

I make it a habit to create spaces in the conversation for questions. Some call this taking a breath — I am making a joke — but it is not funny when the presenter is so desperate to talk that the customer is unable to participate. I have attended too many product showcases and one-on-one presentations where the customer can't get a word in at all; the other extreme is when the customer hijacks the conversation to the point where no product information is being presented. So let's deal with these two customer threatening scenarios:

I can't be desperate to talk if I am practicing the Principle of listening to hear what the other person wants or needs. Tip: it is a great gift not to have to carry an entire conversation. Listening is just wonderful. But what do I do if a customer (or know-it-all) in the group attempts to hijack or dominate the presentation? Number one: don't panic. We teach people how to treat us. If you react they will intensify. So make it a habit to pause. A good rule of thumb is to listen to them for a bit. Then, we acknowledge what we thought we heard them say — just as we described it earlier. We clarify it down to a single point and then tell them that we will answer that by the end of the presentation. Nine times out of ten they will stop interjecting and listen. In my experience most people don't even remember what was so important because they have seen or heard something of greater interest. They feel acknowledged and respected. So they treat you with respect. In the extreme example of someone with issues beyond common courtesy you may choose to keep the presentation very short. After you close, go to the person of interest and ask them if they have questions. Then you can arrange to meet elsewhere in private so they can really hear you. Again, we don't do negative. We would not discuss

the noise maker or acknowledge the problem. We take the higher ground by focusing on the needs of the customer.

These may sound like you will need advanced speaking skills, but the flow is really the result of staying on Principle; it's not a matter of memorizing comebacks and routines; it is about serving the customer's needs and not our personal goal or ambition. Remember the saying, 'if you don't know people, you don't know sales'. This is exactly the point. You have a spade of unique products in both the consumable and durable categories so there is much to discuss. The question you must ask is, "Have I found a solution for this person?" In other words, we are presenting to learn why this person, or these people need these products. We must remember that precedent does not bind Principle. It doesn't matter if you failed before. When you are on Principle you will often be amazed as things seemingly fall into place. You are not manipulating the situation, so relax. You will attract better results if you are open to a variety of outcomes. My mentor says, 'Fixed expectations are a down-payment on disappointment'. To summarize being a product of the product:

WE ARE ON PRINCIPLE when we make it our habit to: Find solutions for our customers, which requires hearing what they need; when we make it our habit to: Establish intimacy by doing something special for them that no one else can do; when we make it our habit to: Be their Nikken agent — to get them as prompt a delivery as is possible and to provide support that dignifies the price we charge; To make it our habit to: Inspire them with products and ideas they haven't seen, i.e. Is there new information available? Get it to them. Is there a parallel story? Make them aware of it. Is there a new technology or a catalogue or a courtesy you can extend? Do it.

So let's go to the action steps:

1. Get yourself in front of some potential customers – your mentor or sponsor may be able to join you on those calls if you are new, or if you feel it will add value for the customer. The more you present, the more it will feel natural. This is a living demonstration of why you are doing what you do. It may be a home self-care party; a one-on-one demonstration; or demonstration to a group that is interested in one or more of our technologies. But this week is a week for a live demo and you don't have to stop at one!

2. If you haven't finished your customer list ... now is the time. Let's remind ourselves that we are not seeking only ideal business partners. We are selecting these names because they need or want a product. They are usually people we have been reluctant to approach with the business. We are also seeking a few customers to form our orbit of 5 Active Customers -- **myfiveandi**. Our commitment to them is that we will take the added time and effort to serve them; to hear them; to make our relationship with them personal; that we will act as their agent for self-care products. (Relax, it's only 5 people) Certainly you will have other Retail Only Customers and other autoship customers but you won't be overwhelmed by this task. Just putting those names on paper will make the task seem more doable.
3. Continue to read Lesson One 5 times each day.
4. Read, or listen to this lesson once each day for 7 days. Write down something that became clearer or that you hadn't understood with the earlier listening.
5. Email each weeks' summary to: [info@icanattitude.com](mailto:info@icanattitude.com) . Regarding Customer Acquisition: You want 5 so don't stop at 1. Remember, they need you.
6. Memorize the Fifth iCAN attitude concept:

*My iCAN attitude will help my clients see their current situation in life through the Five Pillars. Showing them what the future could look like will create the awareness they will require to advance.*

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