



LESSON SEVEN— **Acting on new ideas**

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Welcome to iCAN Attitude Lesson Number Seven. For some of you it was a challenging week because it brought up some of the old behaviors — procrastination and uncertainty — or that sinking feeling of not being able to do something unknown. So, like everything that happens in life from this point forward, it became a lesson. As we've often said, your ego doesn't want you to take risks or make permanent change. But, did you remind yourself that we don't do negative? That we don't fail — we learn. Taking the action is the win. We leave the results up to the customer and destiny.

In the actions from last week's lesson you were asked to get in front of some potential customers. And, judging from your emails most of you did a great job. You got the meeting. You did your task; you shared your elevator opening and did your best to listen and respond to what the customer wanted. And it should be no surprise a number of your leads didn't pan out. In fact, they seemed negative. Well if you felt slighted or angered because of the situation I want to share something that should be a huge help going forward — when you decided to have your own business — to lead, to become a customer-centric business owner -- you gave up the right to be offended. That's right. This kind of leadership hasn't got room for taking things personally. Here is why: it is your customer's loss really; they lost the opportunity to get in touch with you and Nikken as a resource. If you ended the meeting gracefully you will have a future opportunity because this really is like planting seeds. We don't worry about what is fair! I know that sounds harsh but the simple decision to refuse to feel hurt or upset removes all of the stuff blocking you when you meet adversity. It only works if we work it. We immediately turn our attention to our customers; our prospects; our downline. When we live in the solution and not the

problem, wonderful and creative things happen. Because we are committed to our customers and colleagues, we take the positive actions knowing that positive actions spawn positive results. This is the very crux of the issue. William Murray said it this way during The Scottish Himalaya Expedition in 1951:

“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative and creation, there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one's favor all manner of unforeseen incidents, meetings and material assistance which no man could have dreamed would have come his way. Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now.”

If we leave the door open, even a crack for doubt or that little voice to start reciting what is wrong — just to the extent that we permit this kind of old thinking — we lose the magic of inspiration and creation. As William Murray said, “A whole stream of events issue from the decision, raising in one’s favor all manner of unforeseen incidents, meetings and material assistance which no man [or woman] could have dreamed would have come his [or her] way.”

Now you understand WHY we don’t do negative. We can’t afford it! We gave up the right to be offended for a very good reason: Our people need us to have integrity. So we keep doing the right things until they become habit — until they are a part of our character. And those right things are based in Principle not our best motives.

Let’s move on to the Fifth and final Principle from the 10,000-person survey.

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

Nikken’s major strategic advantages is its hybrid-business model. While other ‘network marketing’ companies may offer a number of products they are primarily consumables. You are blessed with both

consumable (food, nutritional, etc.) and a raft of second-to-none durable products in some meaningful categories like water and energy (physical and light energy), and sleep. Did you ever wonder why other companies don't carry these kinds of items? It is about overhead. It is expensive to warehouse, distribute, secure patents, gain approval to sell, and we still haven't even touched on the cost of development, research, legal and the list goes on and on. But you, yes your business, CAN provide these products. You CAN combine technologies. You have the ability to get your customer a match for what they want and need because you are their Nikken agent and consultant. You are in the business of combining technologies. To customize a product or service only requires that you have heard what they need because you have a source for those items. If you don't have what they need ... you just tell them. But it is most unlikely, given the Nikken Catalogue, that you don't have a number of things that they need and don't even know they need. It is a matter of becoming Customer-centric. To listen for what they are really needing; to customize that order using the Nikken business model. The Humans Being more model is easily remembered using the number Five:

There are Five Pillars — Five Life Concepts to keep us on a great personal trajectory.

And if you do the math, you will see that you need Five Autoship Customers to form the foundation required for stability and longevity.

Now let's take a moment to see if you heard WHAT I just said because it may have sounded like I said you only needed five customers. Wouldn't that be nice. But it doesn't really work that way for anyone. And I'm not just talking about Nikken or Network Marketing. You may talk to many people before your core of 5 is in place. You will have some occasional customers, we call them ROCs, Retail Only Customers; you will have autoship customers who orders are less than once a month; you will also have some very special customers whom you choose as partners in an exercise, or life-style program. Customers you will ask to help you get other great things done for the good in your community. It is good to remember that all businesses have a variety in their customer base. Just go to any store near you and watch the number of people entering that store. How many buy? How many just pass through? How many do you think may come back and buy another day? How many went there to buy something and left with something completely different? It isn't just us. In a traditional business model people pass by the product because the timing may be wrong for them. For example, who even notices a cellphone case until we own a cell phone? Have you ever noticed that furniture stores have Colossal and what is advertised as 'unrepeatable' sales events nearly every week of the year? That's because we

consumers don't really notice those ads UNTIL it's our turn to shop for furniture and then ... there had better be a sale! The store's challenge is that they don't know what week or year they will see us back in the market again. So they are always on sale. People's situations change. You downsize. The house sells. The kids move out. Our old faithful furniture is just too tired to carry on. Same story for cars and other large ticket durables. People buy the product when they perceive they need the product. That's right, when they PERCIEVE that they need the product. You know, if it wasn't about perception, there would be no such a thing as an impulse purchase. We may perceive that we need something with good and sound reasoning or we may perceive we need the thing because ... well, just because. But here is my point; don't expect a person to know that they need what you have; because not everyone has learned or experienced the things that have brought you to this business. Until they can perceive a need or a want for something ... they don't even understand your product. So, this is another good reason not to get hurt personally when they don't get it — or worse — when they just 'misunderstand' what it is that you are trying to show them. Remember how crazy it all sounded when you started?

So why, you may ask, do we take any of this personally? Because we take 'no' as meaning NO! forever and ever. It seldom is and that is why we gave up the right to feel insulted. We owe it to them to stay positive and try again even after they say no. It may help to understand these 3 little rules that may confuse and discourage us when a presentation is going nowhere.

1. It is not personal
2. It is not permanent
3. It is not pervasive

Let's take a look at each of these ideas one at a time:

- 1. It's not personal:** You are not the product. You are not your business. You are there on behalf of your customer. If they are pushing-back it may be to do with their desire to keep doing really goofy things in their diet and lifestyle and you seem to be implying that there may be something wrong with that. It may be that they had a bad experience with someone else in our business and they don't quite trust the process. It may just be that they don't have the money and it is easier to appear to reject you than admit that times are tough. Even if they didn't like your presentation, it still isn't about you! You can improve your presentation. You are not your

presentation. No it's not personal. But it is about them! Keep your compassion. Try to understand what they need. Lose your right to feel insulted. Help them and they will sense it.

- 2. It's not permanent:** I can name many people in Nikken who didn't get it the first time around. The consultant who called on them went back just as the potential customer's needs had changed. Ruth and Dennis Williams often share their story of not getting it right away. It wasn't about Nikken or the presenter. They weren't quite ready. Fortunately for many, many people they were re-approached because the consultant realized the 'no' wasn't permanent. I can say the same for my wife's life-changing product experience. I told the guy more than once that we weren't interested. But our situation got worse, he re-approached and suddenly we were interested. If you like these mentoring sessions, thank that persistent Nikken consultant because I would not have met Michael and William without his tenacity. If they don't accept what we have right now ... it's not permanent.
- 3. It's not pervasive:** Now there is a twenty-five-dollar word, pervasive. It means to become spread through all the parts of something. It is total drama. Not getting someone on a call does not mean you're a total failure in life or in business. It means you didn't catch the person's attention. You didn't make them believe that now is the time to look at this. Or maybe they believe that Nikken is just another get-rich-scheme. Only time, and you acting on principle can change that opinion. Maybe you didn't get it through to them this time but it's not personal, not permanent, and not getting them on the call will not spread to all the other areas of your life. That is just egoic crazy-making and I suffered from it for years. I promise you that almost every top sales-professional or successful business leader I know tells a similar story. Learn to ignore the 3-Ps because your people need you to.

If you didn't succeed this time, the only real question is: Did you do your best presenting the idea or product? Did you listen to hear and answer the customer questions? Did you REALLY pay attention to the customer once they decided to buy or take action? No? Well, there is still time. Talk with your Sponsor and Mentor. Find a way to make use of anything that will give your customer a fighting chance to understand what you are doing in Nikken and the benefits for them. And please don't forget about the people you already serve. The Principle is to offer them something no one else can.

That's another reason why we want Five autoship customers. It is to do with Service. Five Active customers are easy to spoil and keep an eye on. But let's make no mistake, it can take us all kinds of customers to find those Five. Some autoship customers don't want any attention. Okay give them that. Some large ticket customers just require a regularly scheduled visit. You can do that!

Nikken is a hybrid. You offer consumables via autoship but you also sell bigger ticket durables to a number of people who buy and would never come back unless you find a regular way to talk to them. You have their email address and that is good but in 2016 careful use of texting is even more powerful. You must ask for their permission to text from time-to-time with timely offers or update information. Most people don't mind if we respect their privacy. Remember, they may not care today but in a few weeks or months ... who knows? And what about that item they wanted that is now on sale?

The customer-centric consultant will recognize that each customer is an individual. They need to be approached that way. We treat others as we would like to be treated. Some are approachable more frequently but no one wants to be pestered or hounded by a zealous salesperson. Ask and hear what they say about what they need. It really remains about the iCAN.

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.

So my thoughts must be positive. I don't do negative. Too many people spend their time discussing what they don't like about other people instead of focusing those thoughts on task. How does one break that old habit? I can only share my personal experience:

I just say, "no" if my mind tries negative babbling.

I immediately take a positive action — something that seems doable.

I don't think about how hard it is. I just do it.

Do my feelings follow? Do I suddenly 'feel' better? No. Not always. And not right away.

My actions and my feelings follow one another like night follows day. In other words, it can take some time. Why? My feelings are just signals — chemical releases from the brain into my body. They exist to warn or encourage. Sometimes these chemicals are released as the result of deep subconscious thoughts. Those thoughts will be updated with repetition of good ideas but regardless, they take some time to get in sync. Now here is the point: change will only happen if you take the action. Intention is a killer. I will not be paid on or judged upon my 'intentions'. I DO the right thing based on the Principle, and my feelings will catch up. Today a great number of people are taking prescription drugs to numb these feelings. Bob Proctor said something years ago that still makes perfect sense. He told the story of a person driving down the road in a small truck. Suddenly a red light comes on. The driver is thus alerted to a problem. She pulls into a gas station to borrow a small hammer. Upon returning to the vehicle she smashes the red light. Problem solved. No red light. That is just what we do when we medicate or avoid dealing with the red lights (feelings) around what we do. If we medicate or procrastinate, we treat the warning light (the symptom) rather than the problem.

You are in a small business. Nothing I know will turn on more red lights than a small business. Customers, the company, or whatever will push your buttons. But what will correct a false feeling, a bad signal? Working on Principle. We may not intuitively know what we should do but if we stick to the Principle we will get it right and sooner or later those feelings of fear, loss, uncertainty, lack, humiliation, and negativity will be turned off ... for good. So let's do a review of the Principles as we close:

First and foremost: *We treat others as we would like to be treated.*

From the Survey:

ACCESS. We will always work to find a solution for our client, our colleague, our company. We have abandoned the notion of being insulted or indignant because we are clear that great leaders, serve.

EXPERIENCE. We will provide something for our customer that no one else can provide. We will do this by listening and actually hearing what they want or need and by providing it.

PRICE. We will be their Nikken agent. Buying through us means real interest and after-sale support. We make the price they pay the best value anywhere because we go the extra mile.

PRODUCT. We match the Nikken product to the expressed need or want. We are able to combine products from various technologies to provide the best possible solution for the customer.

SERVICE. We educate ourselves so that we know how to fit our products to the customer's requirements. We avoid becoming too technical in favor of accessing the technical if required via the various teaching modalities at our disposal. We exist to serve the customer.

Here is this week's homework:

1. Read or listen to lesson 8 once each day for a week
2. Read lesson 1 five times each day
3. Memorize and understand the 3-Ps.
4. Time is running out on the SAQ offer so now is the time. Send the invitation to potential customers, group members, and anyone you think would like to achieve balance. It is important to let the person know ahead of time that you are sending an Invitation. If they just see the Invitation and they don't understand it's purpose they will just ignore or delete. Remember you are offering them something of value. Something no one else can offer. When you contact them tell them you have a great way to determine if their life is in balance. It's free and you won't see their score.
5. Follow-up on all customer and prospective consultants. Use the offers from Nikken, the SAQ, or your elevator speech as a reason to make contact.

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