



# Frequently Asked Questions on Building a Nikken Business



## Question # 5

“What’s the best way to present Nikken?”

# Present the Solution

The answer is simple, you want to present a solution but the key is a solution to what. In this presentation today I will provide many views of what needs to be done and I will also provide additional videos to watch that relate to the specific topics being talked about.

Enjoy the presentation and remember if you need my help please contact me as I love helping.



# Presenting the Solution

If I look back at everyone who ever came into the business of Nikken or bought a product for that matter, it was done for a reason and for the most part that reason had been to solve some kind of a problem, issue, desire, circumstance, need and or a want, that had yet to be solved and which needed a solution that either the product or the business provided.

The definition of problem in the dictionary is an intricate unsettled question; a source of perplexity distress or vexation; a question raised for solution. Therefore, all of the above situations or issues could be a sort of problem if not resolved.

There are a number of things we can do with a problem, we can ignore it, hide from it, avoid dealing with it or we can solve it. Now the key to the last is having the know-how and where with all to do so or the knowledge of a workable potential solution.

# Present the Solution

Take for example someone who gets really sick and starts looking for something to resolve the issue or someone who's plumbing stops working and needs it to work or someone that loses their job and needs an income . All of these explain the concept of a problem that has a need for a solution.

However, not all problems get solved, we will avoid dealing with them, run away from or hide from them if we can't resolve it or can't think of a solution. This is why this business is so great; we find and confront specific problems and then present a solution, so one can understand what can be done to resolve it and get excited to do so.

***Someone who is sick and tired about a problem or issue and really wants to do something is the perfect candidate to join you in business*** but the key to this is understanding what that is for that individual not your problem but theirs.



# Present the Solution

So, the “Hi John, I had a broken toe and got involved with the business; would you like to join me?” kind of a question is typically not going to work as it doesn’t address any known problem that John might have.

Therefore, before you ask the question you want to find out if there is a problem that needs solving. Now in my research and I highly suggest you do the same you want to know what is going on in your society, what are the issues people are having, what might be a problem, challenge, desire, or a need, or a want.



# Present the Solution

When you know this stuff then you can create the solution that best fits what you find or what you hear from the person you are speaking with. Then you won't be tongue tied making your solution presentation.

Basically you are looking for someone that needs to change and because you listen to the answer they give you present the possibility of a solution that FITS the circumstance you uncover.

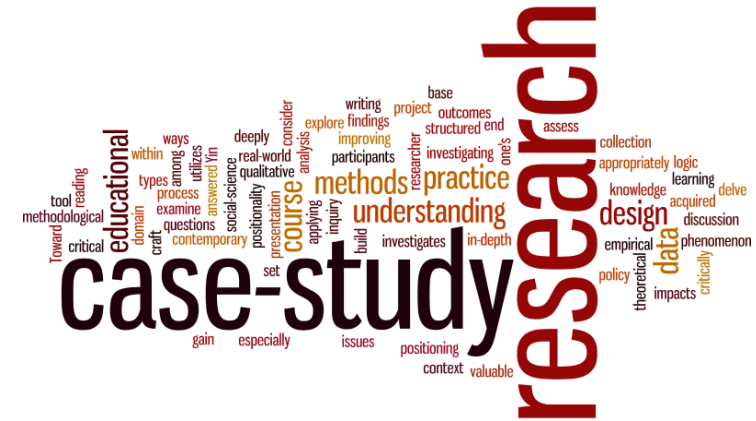
Remember everyone is different but the common denominator is money, then health, then help and support. These are the areas that I would focus on when I asked the questions I wanted answers to.

When you find someone that wants help and needs a change then together you go out and build their business.

# Present the Solution

I have six case studies of this from my own experience and I will draw from a couple to explain this concept in more detail. The first is Chuck M. He replied to an ad I placed in the LA Times. What is interesting about Chuck was he had a huge problem, he had the intention to resolve it and the willingness to explore every possibility.

My ad was simple “New Japanese Company in Town Looking for Distribution \$2,500 required for information call Dave 333-444-5555”. Chuck was a Commercial Real-estate professional, with a family of four, a mortgage and car payment and a huge desire for success as the head of a household and the main provider for the family.





# Present the Solution



He responded to my ad and we met in my office where I showed him what this was, how it worked and what was required to make it work, what he needed to do and what I would do to help and support and where this could go if all of this was done well. There was absolutely no hesitation on his part. He signed up and got his product, \$1,500 worth and we made an arrangement to meet the following Monday and he would line up people for us to go speak with. (We call this the ABC method) Chuck would introduce them to me and I would make the presentation and together we would get them involved, was the plan.

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# Present the Solution

Chuck was a good hour and half to two hours away from me so I was hoping he would line up some good folks and was I surprised; about 10 to 15 per day for two plus weeks. Totally unexpected, blown away and excited to say the least because I was new, he was new and we got major results and this group is still active 32 years later, go figure right!!! Beauty is in the eye of the beholder.

So, what happened here was the solution was presented to someone with a problem. He was able to see the solution, think with the solution and imagine the possibilities by applying the solution and that is why it worked and for no other reason. Let's now explore the steps taken to create this and similar results.



You may want to check out the video  
FAQ I'm new to this Business, How Does  
it Work and How Can I make a living  
<https://youtu.be/8Cwze7nkHCw>

# The Steps to Take # 1

Now if we break this down to what was presented it first started with **“what do you need this business to do?”** so that you can live your life and support your family and do the things you want to do?” This was an amount of money that would cover the basics; \$7,000 per month.

This will set the pace for everything else. This objective must be important otherwise you won't go to work and it also identifies everything that is required, structure, volumes, people, rank advancement, time and organization.

You need to know what your new distributor wants so you can create the plan that will get him/ her there.



# The Steps to Take # 2



What kind of time frame do we have to work with in order to build to this income understanding that it does take time and this will dictate intensity and the effort required. He had a six-month window to play with which meant we had 6 months to build this to a point where he was earning \$7,000 per month.

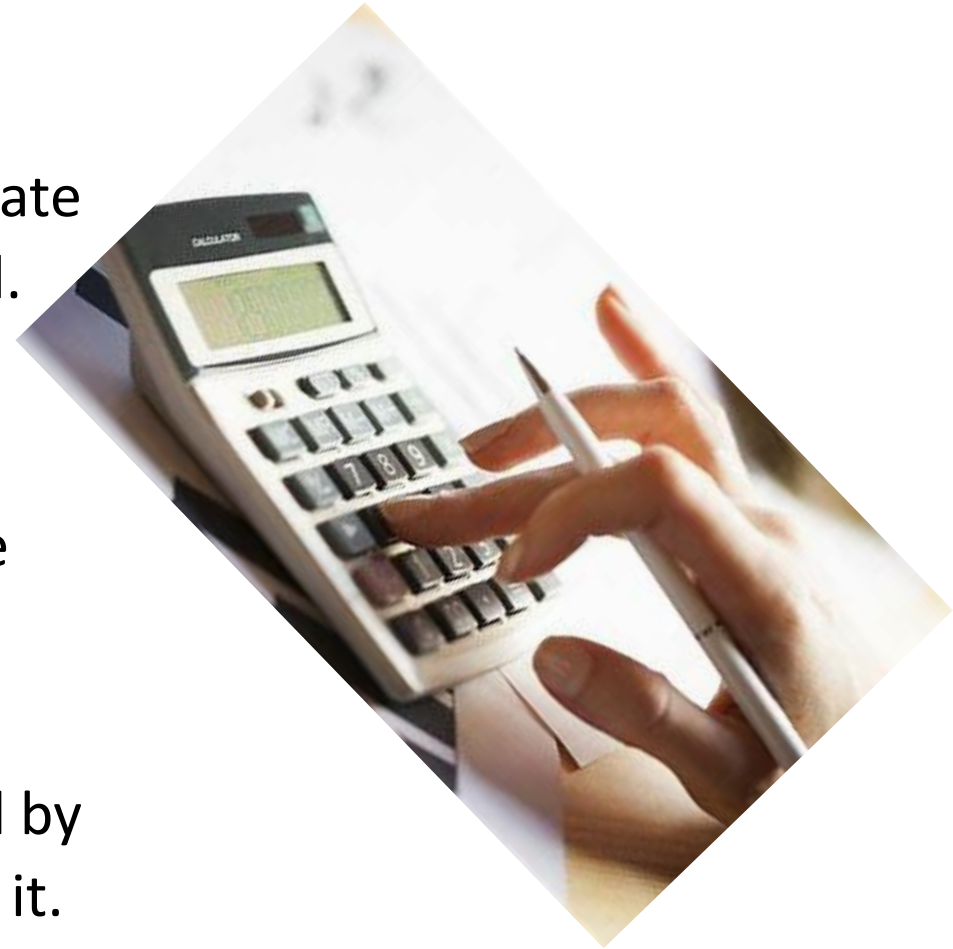
Building this business takes time and so one doesn't get disappointed understanding how much time one has to complete a task or how much time can be spent building will then determine the amount of activities and the amount of effort one needs to exert in order to reach the desired goal. As a general rule give it at least one year to establish good results.

# The Steps to Take # 3

Next we needed to see the approximate structure and size of business required, which would tell us where to work and what we had to do to make it work. This was quite easy, simply take the amount desired divide that by the rate of pay and you come up with the volume to be produced.  $7000/6\%=116,666$  Volume CV.

Today the CV runs anywhere from 65% to 80% of the wholesale cost. What is important about doing this is the ability to see and understand exactly what is required to earn this kind of income, no wishful thinking involved.

You will earn the \$7,000 when 116,666 in CV is produced by you and your organization and you qualify to get paid on it.





# The Steps to Take # 4



Now at this time there was very little data as to realistic performance numbers that one could use or bank on to base any prediction so it was very much hit and miss in the beginning but today, we have a lot more data to support what we are doing.

As an example, let's say that the average new distributor who is building will do 1000 CV points per month and let's say that a good producing Silver and above and his organization will do 10,000 CV in a month.

Now we can strategize on the development of these two. They don't just appear, they need to be planned, created and built by doing the activities that are known to do this.

You may want to watch the video  
Your Plan and Strategy

<https://youtu.be/gQUH3GN3yDg>

# The Steps to Take # 5

Now we need to determine how many individuals and groups do we need. Therefore  $116,000 / 1000 = 116$  individuals or 12 groups of 10 to 15 individuals doing an average of 700 to 1000 CV per month to earn this \$7,000.

This seems to be very realistic today but let me tell you that anything can happen based on your intention and work ethics.

So all that we are doing is breaking down the goal into manageable pieces that can easily be created then you reach the goal by repeating the successful actions.



# The Steps to Take # 6

The next part would be to define the game we all play and that is the Nikken plan of direct to Royal with Silver being the Key primary Level to achieve as quickly as possible. This takes 6000 points and should be done in a month if planned properly. Its at this level that the Leadership Bonus program starts and the potential for large incomes exists.

Let's explain this part as it will then create and stimulate the future planning. A silver gets paid down 2 Levels, a Gold down 3, a Platinum down 4, a Diamond down 5 and a Royal Diamond down 6 levels. This means that the higher up in Rank one goes from Silver to Royal the greater the potential pay out and thus the direction you want to build is downward. Rank means nothing if there is no one there.

Independent Nikken Consultant

## COMPENSATION PLAN SUMMARY

LEADERSHIP POSITION				LEADERSHIP BONUS						
RANK ADVANCEMENT REQUIREMENTS	Monthly Qualification Requirements	Retail Sales Pct**	PCV Rebate	PCV Override**	LEVELS					
					1	2	3	4	5	6
<b>ROYAL DIAMOND</b> 100 PVP, 3,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	100 PVP, 3,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	20%	20%	Up to 18% Up to 20%	6%	6%	6%	6%	6%	6%
<b>DIAMOND</b> 100 PVP, 1,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	100 PVP, 1,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	20%	20%	Up to 18% Up to 20%	6%	6%	6%	6%	6%	
<b>PLATINUM</b> 100 PVP, 1,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	100 PVP, 1,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	20%	20%	Up to 18% Up to 20%	6%	6%	6%	6%		
<b>GOLD</b> 100 PVP, 1,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	100 PVP, 1,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	20%	20%	Up to 18% Up to 20%	6%	6%	6%			
<b>SILVER</b> 100 PVP/OPV, 1,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	100 PVP, 1,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	20%	20%	Up to 18% Up to 20%	6%	6%				
<b>EXECUTIVE</b> 100 PVP/OPV, 1,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	100 PVP, 1,000 PVP/OPV, 100,000 OPV, 10,000 OPV-OP&SL, 10,000 OPV-OP&SL	20%	10%	Up to 18% Up to 20%						
<b>DIRECT</b> Partners & Business Success Funds	100 PVP	20%	5%	Up to 8%						

\* Pricing for Canada is periodically adjusted to reflect the variations in currency exchange rates. For prices in Canada refer to nikken.com or mynikken.com.  
\*\* Silver and above rank - PCV Override reduced by 5% if monthly PVP is met and PGPV is not met.

CV	PPV	PGPV	OPV	OPV-OP	OPV-OP&SL
Commission Volume	Personal Point Volume	Personal Point Volume	Organizational Point Volume	Organizational Point Volume Outside	Organizational Point Volume

# Numbers Required Example

Now let's look at our numbers again of needing about 116 people or about 12 groups or a combination in a structure that utilizes the Nikken Plan and our game. We will start with the idea of sponsoring as many as we can but keep in mind, we are looking for that individual that sees this as their solution and they want to go to work doing this.

In theory we want to have a minimum of 3 like that, and we will be happy to build them one at a time. Let's now look at a picture of a group that will generate \$7,000 in income for you.

## **Goal \$7,000**

CV 116,666

Ave CV 700 to 1,000

Ave Group CV 10,000

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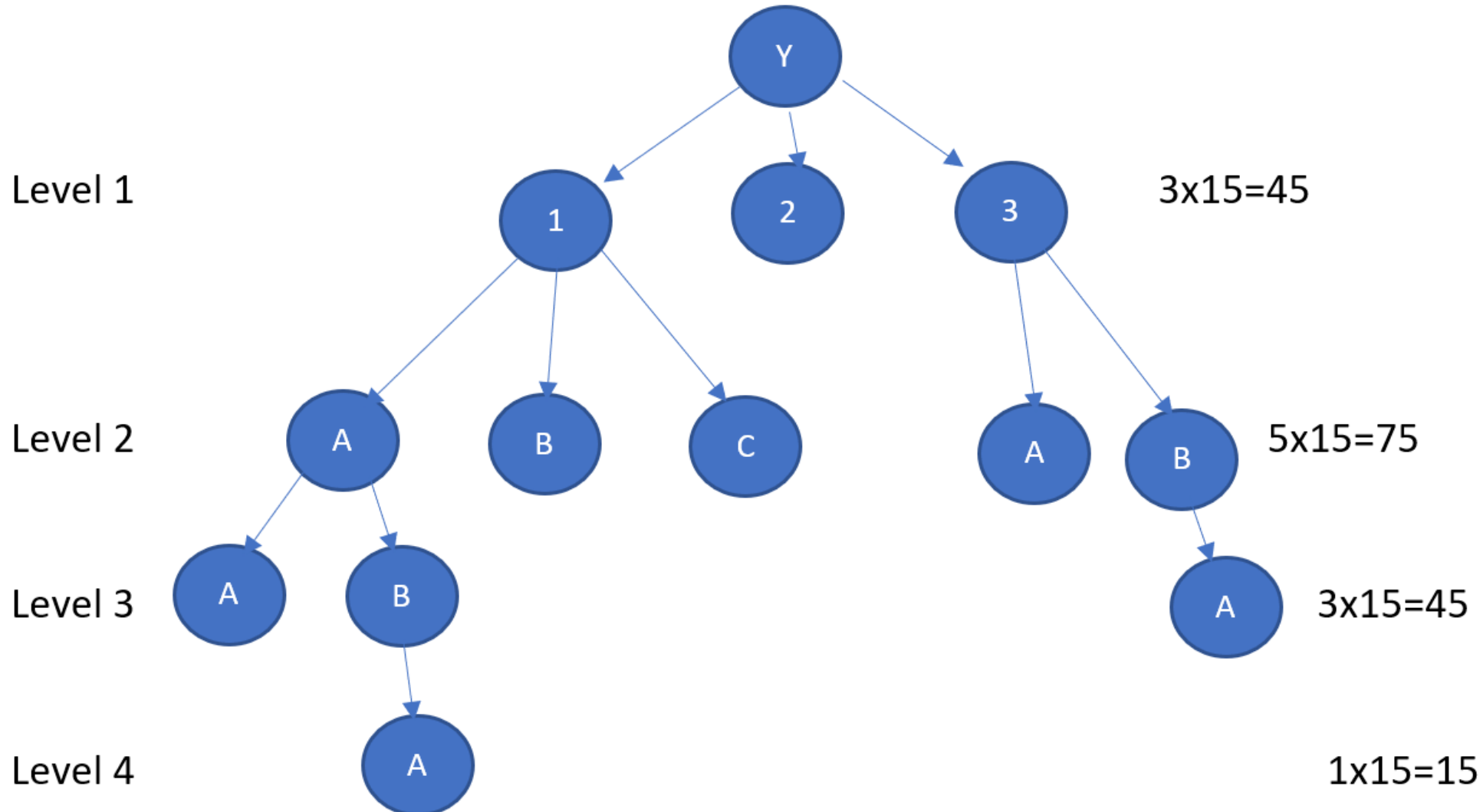
## **Number of Dist**

116 Individuals

10 to 12 Silver Groups

Up to 15 per group

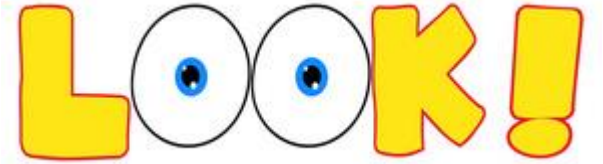
# What it Might Look Like



Now here is a picture with 12 Silver or above groups, each with about 5 or 6 customers and a # of directs and executives, doing an average of 10,000 CV points per group per month.



# The Purpose of Seeing the Picture



When you look at the picture on the previous page you then can visualize a possible structure solution for the goal you want to reach. It may end up like that or it may take on a different configuration.

The basic purpose of doing this is to establish the strategy and planning necessary to build an organization that continues to grow and creates volume month after month. You should begin to see also the importance of the direction you want to build and how you move up the Nikken Plan to reach further down in your organization that you help build.

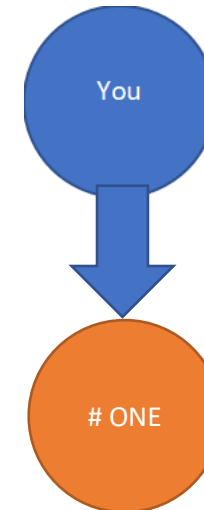
Also you will see that each new level is created primarily by the group on the level right above. So your 3<sup>rd</sup> level below you is built primarily by your second level. They probably got help from your first and yourself and that's the way it is supposed to be.

# It's Time to Start

Now we see what has to be built, a Platinum distributor that is paid to the 4<sup>th</sup> level and where we need to work. You are now good to get started with the first step.

## **FIND SOMEONE TO BE YOUR FIRST KEY PARTNER**

Everything starts from here. While you are looking for # 1 you will find customers, directs and executives but you will really know when you have found your first key partner as they will be hungry and want to go after what they want and will start doing what you started doing which are the basics steps listed above.



# Getting Prepared

Here is where you would look at how you are going to go about finding your key partners. From experience I might suggest that you create a list of people you know and then with your sponsor go over this list and put them into three categories. One; business potential and needs, two; product potential and needs and three; those that like to help.

Next, start to create your story and approach and by this I mean how are you going to approach each group, what are you going to say so it makes sense and how are you going to ask them to join you. Your sponsor can help you with this.



[You may want to watch the Video](https://youtu.be/BS6QnrgaE5M) Creating Your Story and then download the PDF of my story as an example

<https://youtu.be/BS6QnrgaE5M>

# Getting Prepared

I put together a list of about 15 names I had that I thought might be interested.

I had my story; I went broke in another business and I was contacted about this and after doing my homework saw a great opportunity that I could take advantage of. I jumped in with both feet.

Now before I got into my story I wanted to find out if they were in the market for an opportunity or in need of making money or some kind of question that they would say “yes to” so we could get into a really good conversation. Let me tell you about another case study Howard.



**Also watch** What to Say to Get Started in Speaking about Nikken  
[https://youtu.be/VPLkLfg\\_lpl](https://youtu.be/VPLkLfg_lpl)

# Making Contact and Getting into a Conversation

Howard was not on my original list. He was my business partner in the deal that went south, just before I got involved with Nikken and he had worked for me in another business as well. Before I contacted him, I had wanted to prove that this was viable first.

After I helped George who was my first distributor, I had a success story and a track record and I earned some money, so I was a bit more willing to talk to Howard and because of our previous deal, felt he might at least take a look because of the success I was having.

I called him up, asked how he was and what he was up to. He replied that he was taking some time off and in-between gigs and nothing had shown up to grab his interest. I then said “I think I found the goose that laid the golden egg” and he asked what it was.

We then got into a great conversation which ended up with his willingness to try the product and take it for a test run. Two day’s after receiving the product he called me up and said” I don’t know what you got but I’m in. “



# Making Contact and getting into a Conversation

It was at this point that I realized the reason we had a great opportunity was because of the emotional impact the product created.

Howard had told me what happened and that was he got a couple of great nights sleep on the pad I sent him.

With what we had talked about and the potential that could exist, the positive benefit of the product opened up his thinking and imagination. He decided on that basis and once again the rest is history.

We were then able to plan and strategize what needed to be done and how we worked together and everything else we have just gone over.

The key here was the situation that Howard had and that boiled down to doing something worthwhile where he could make a ton of money. Beauty is in the eye of the beholder and what was presented was a solution to earning followed by a product result.

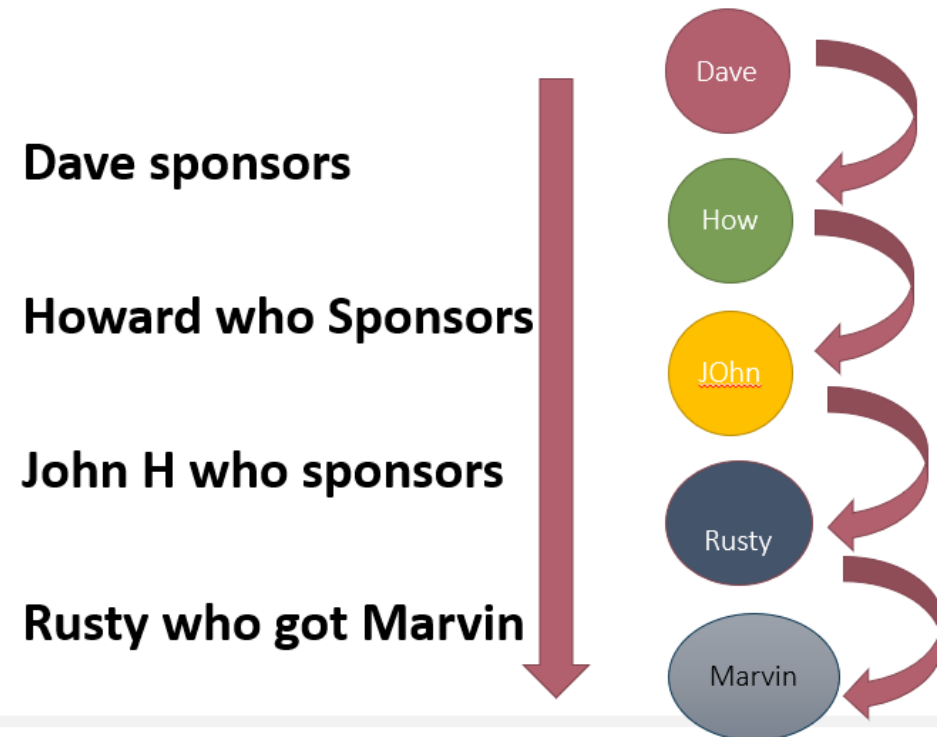
# The Steps to Take # 7

So then, the next natural step was to help him build, work as a team, strategize what we can do and who we can talk with, plan out doing activities and find the key people and build his business as deep as we can.

The idea with this step is that you are working as a team. You need to understand who is doing what but you are both on the same page moving forward.

Whatever goes on under him is also on your team and in your business. This is the benefit of this and it applies to everyone.

## Howard My 2nd Distributor



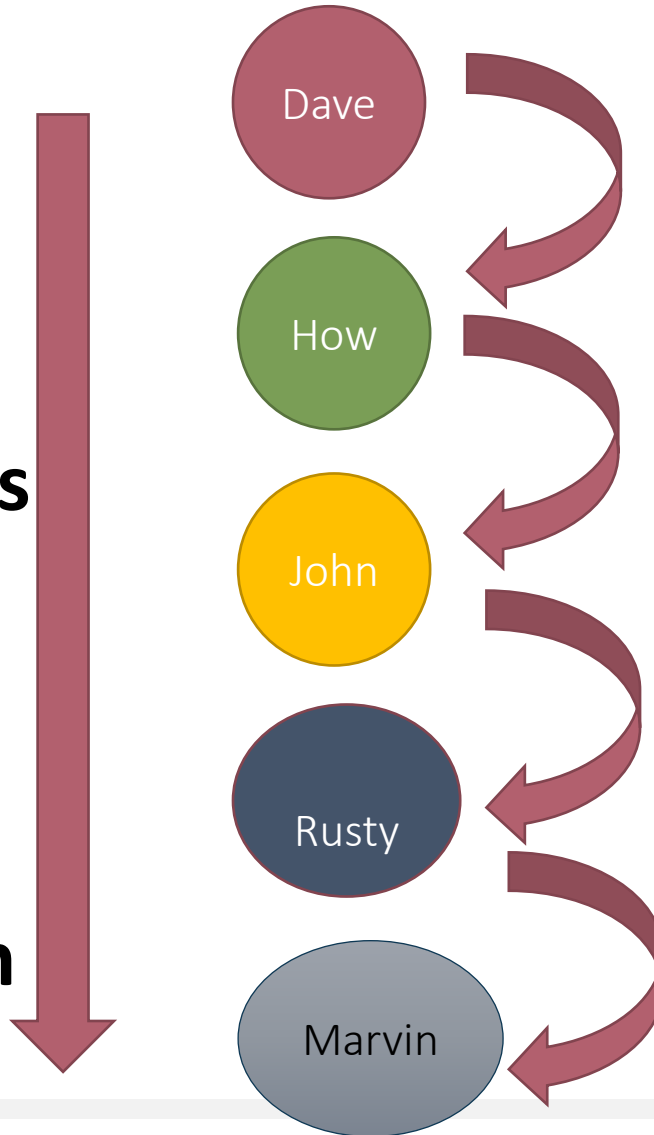
# Howard My 2nd Distributor

**Dave sponsors**

**Howard who Sponsors**

**John H who sponsors**

**Rusty who got Marvin**



I sponsored Howard because he had a great product result and he saw the potential and wanted to go after that.

We simply repeated what had been done with George, my first leg and he found and sponsored John who got very excited and then John sponsored Rusty.

She was motivated and built a team very quickly. With all of our help we went down another few levels, created a team of 60 Distributors and customers and this made the 4 new Silver Distributors/ Leaders.

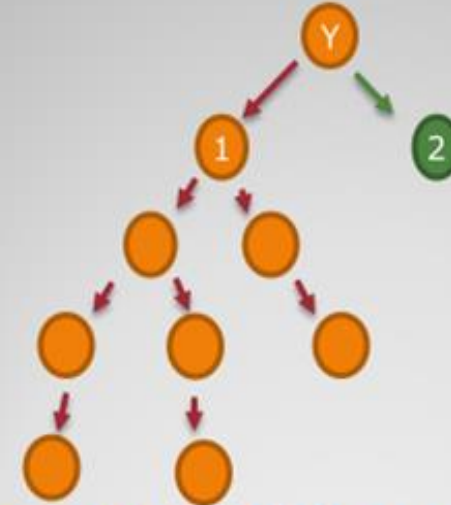
# The Steps to Take # 8

Once you have your first group at Silver or above with a nice size group under them and they seem pretty self sufficient then repeat this process and find # 2.

There is a specific reason to build one leg at a time and that is to make it work and have a success and an understanding of how to do it so you can pass that on.

This is a business of duplication so the more you can show others the more what you have done gets duplicated just like making a copy.

- You know I have said, build one leg at a time, and now lets incorporate that into building your business.



Here you sponsor your first key Consultant and help him/her build a team. Go as deep as possible. Strategize on Silvers. Work together to get this done. Once it's going, find a second. Lesson 6

## How To Build Your Business

Check out What You Need to Know About the Nikken Compensation Plan <https://youtu.be/Jifc9ExFTro>

# The Steps to Take # 9

With # 2 you now have a successful story to tell and the going gets much easier as you have developed your roadmap to follow. The idea is Team # 1 is growing which feeds your emotional and economic needs as you build # 2 and then the same applies to # 3.

Keep your eye on the bottom of any leg all the time and make sure that the individual or group of individuals is focused on doing that as well, otherwise the leg stops growing and will start shrinking. We will deal more with this in another lesson.



You may want to watch the Master Day Live event as an additional motivational Video presentation [https://youtu.be/bZLa\\_Ta7EDA](https://youtu.be/bZLa_Ta7EDA)



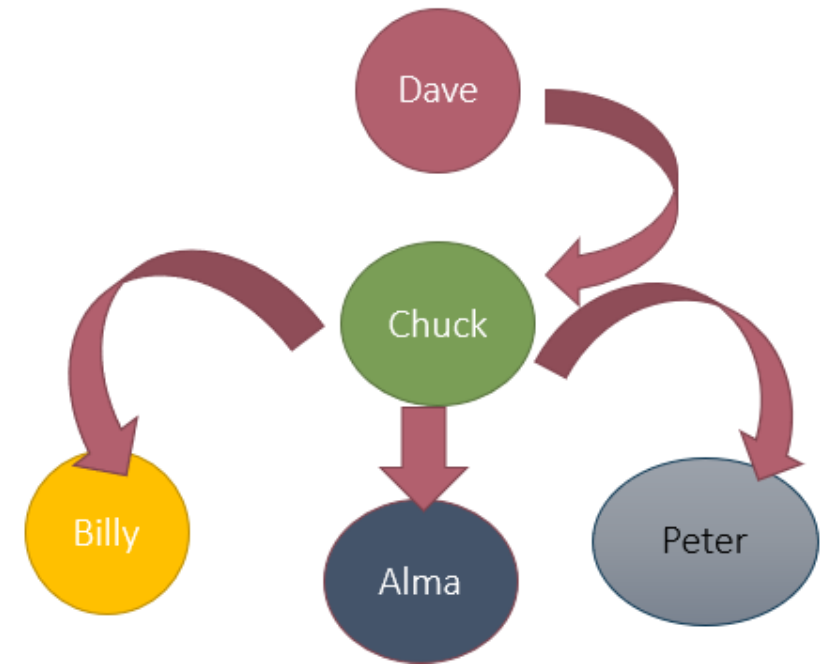
# What was Done with Chuck

Now Chuck was actually # 3 for me, George was # 1 and Howard was # 2. With the success that was created with my first two legs George and Howard working with Chuck and getting results was real easy. Now at this point I was in my 4<sup>th</sup> month so rather early in my experience.

Chuck had lined up many people and we looked for the issues and problems and when we found them presented the solutions as mentioned.

He found three key people right away, Billy/ Alma and Peter. All three went Silver in the same month three months after he got started.

This was a bit different but in the end ended up the same with depth in all 3 legs.



**You may want to review, FAQ # 4 “How do I start to plan to get my Nikken Business started”**

<https://youtu.be/uJ335c4le-Y>

**You may want to watch A 90 Day Plan and Strategy**

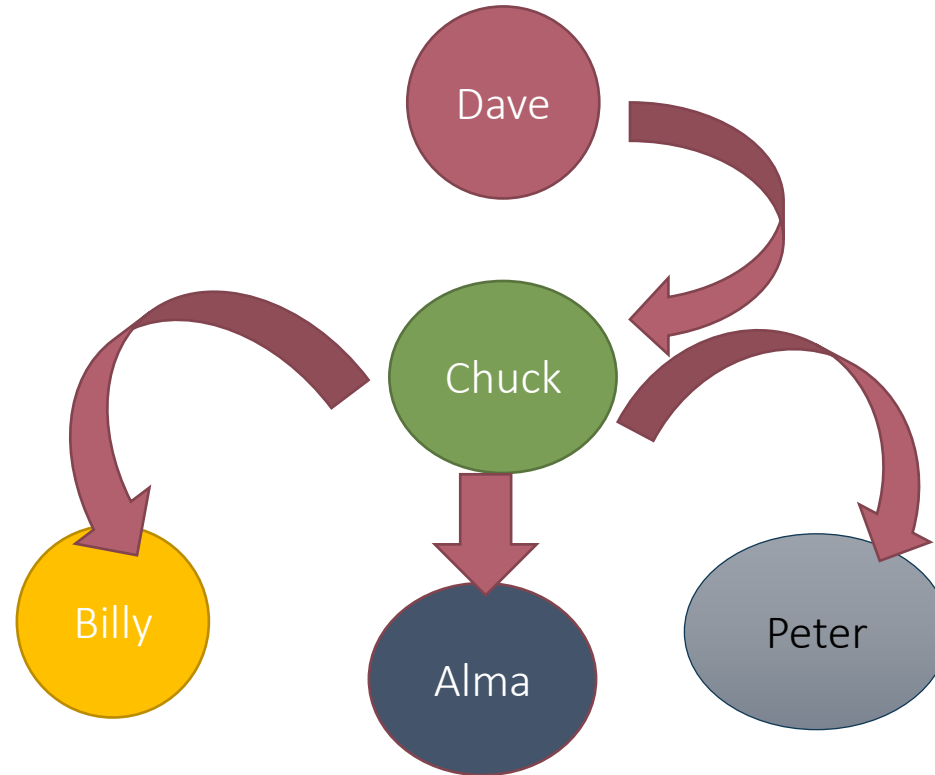
<https://youtu.be/MbSr4T3IcQk>

# Chuck my 3rd Distributor

**Dave sponsors**

**Chuck who Sponsors**

**Billy. Alma and Peter  
all front line**



I sponsored Chuck because he needed to make an income and he saw the potential and wanted to go after that. He had a ton of people to see and found three partners really fast, after that we built depth.



Success is Learned  
behavior and results  
come about by doing  
activities



# THANK YOU



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