



Lesson Two

What is the Potential



Potential

By definition:
potential means
**something that
can develop or
become actual.**

Examples of Potential

The new technology has the potential to transform the industry

If he works the program, he has the potential to earn a good living

When he sells 10 systems, he has the potential to earn a nice bonus.

If he goes to the party and there will be lots of girls there, he has the potential of finding a girlfriend.

If he stands in line long enough and gets there early , he has the potential of getting a new I-phone at the special reduced price.



POTENTIAL

What is the Potential of Building this Right

When I say building this right, there is a technology of Structure that must be understood, which when attained makes this business work automatically.

This potential is huge when you think about this as a solution to a problem or a desire.

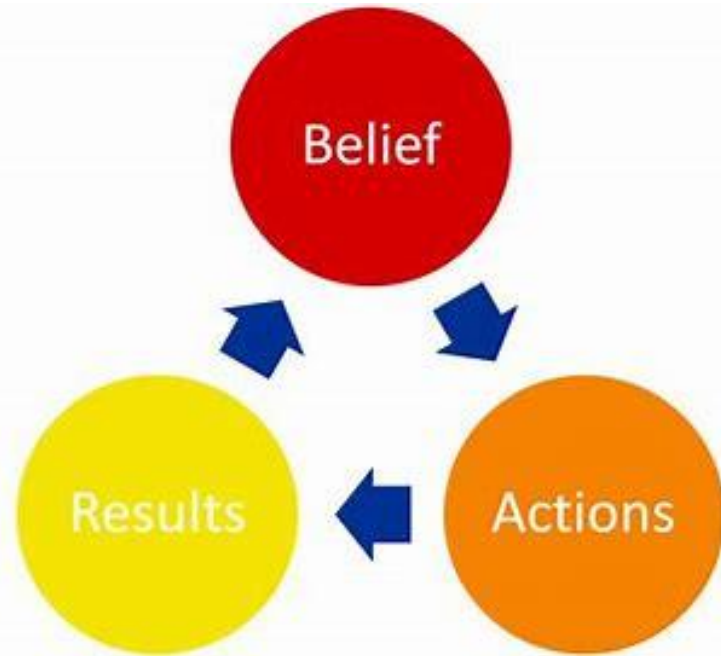
Ask this question “Would you be interested in earning a residual income of \$10,000 per month”

This is the potential

The ability to answer and show someone becomes the skill. It is based on understanding the technology of the structure for this style of business.



The Belief is in the Potential



Individuals get involved with Nikken because they believe that they can get a benefit for doing so and it is usually based on the potential that has been presented and that they can see it.

When I started, my personal budget was \$8,000 so I needed to see that this business model had the potential of making that.

After speaking with a few distributors that had success I was convinced that what I wanted could be created **when the right work was done.**

Return on Investment ROI

Next I needed to understand what was required in terms of “investment” ie, products to buy and use, promotional material, home office set up plus any other expense that may be required.

What was important was if I spent any money when would I get it back or more importantly “what would I get back in return”

I borrowed \$3,500 and bought product and the plan was that **I needed to sell the product**, make a profit or not, minimally get my money back and that created Volume to help qualify.



The Investment Required



This whole idea is quite normal for a business. What you do is look at what is needed, why is it needed and what will happen if you spend money and buy something that is needed versus not spend.

As an example in a completely different area I was going through a divorce and couldn't touch any existing business cash flow or assets and I wanted to do things that were not a part of the problem. I wanted to get into the Stock Market but I knew very little so I needed to invest in tools, a program to follow and the required software.

Should I or Shouldn't I

So I need to understand the potential of the expenditure. If I spend what could happen, best and worst case, and if I didn't what would not happen.

The course I ended up getting cost about \$4,000 and I ended up making in the next three years about 1.2 Million, a ROI of 30,000 %.

Not a bad return right. Now, did I know that going in, no, but I had a desire and if I followed the program I could do well. Had I not done it, I wouldn't have made anything.



Risk to Reward

You could also call this the “Risk to Reward”. So as an example every year at Christmas Apple I Phone sales soar because just prior to that the new models are released.

Historically the stock goes up as much as 10 to 20 percent and I have some money I want to invest.

Once I evaluate the situation I can see I have a very decent chance of earning at least a 10% return in about 30 days if I buy the stock ahead of the season in question .

I also have a down side as well. What if the new phone is no good. That’s “Risk to Reward” It could drop, by how much who knows. That’s the Risk.



It's you that you are Investing IN



The best investment you
can make is in yourself.

Warren Buffett

quote fancy

My business started when I borrowed \$3,500 in 1990 and it's now 32 years later and Nikken became my life's work and one of my major income sources.

My success led me to other areas where I had success both in business and in investments and all other areas of life.

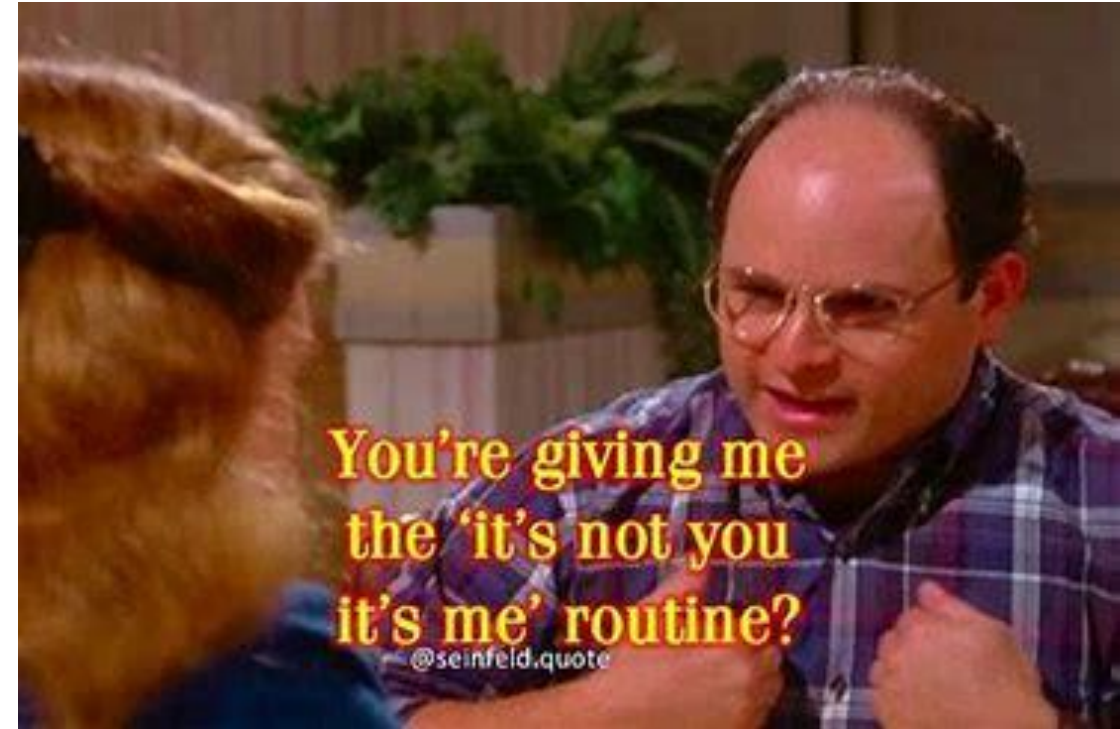
When I started this was only potential but what I needed to understand was by my involvement was what I wanted possible and the real deal.

It's Up to Me

If its meant to be it's up to me was something I learned elsewhere but it resonated with what I did.

I was willing to do the work and I wanted to get what I wanted the key then became what is the potential of what could happen here.

Fortunately I had seen huge success by others in this industry over the years so I knew it was possible, what I hadn't learned was what was it that I needed to do.



Relate to Others Potential Needs and Desires



The Key is how do you relate the potential of what Nikken offers to the needs, desires and wants that individuals have. This is the key to getting results and signing up new distributors in your business.

To start we can look at the economic side of things as far as potential is concerned. Now we are not allowed to recruit using income but we can recruit using education which can show examples which in a way shows potential.

As an example. If you sold \$10,000 worth of product and the commission on that was 20% and the rebate was 20% on the CV of \$8,000, Nikken would pay \$3,600.

A Potential Example

If an organization with 25 to 30 Independent Distributors produced a total of 250,000 CV each month and the pay was based on a 6% rate Nikken would pay out \$15,000 for each month that occurred.

That is the potential of 25 to 30 groups doing 250,000 CV.

Therefore, the potential is there but the key to reaching that potential is making the sales and creating the volume. This then depends on other factors like work ethic, time, skills and ability, knowledge, drive, incentive, necessity, willingness and of course people to talk to that have a need for what you are marketing.

Although the people part is important, that's always a given because it doesn't work at all if there aren't others who buy the products being represented.

Therefore, it's those other things that become more important and need to be addressed.

Results come about because of Activities

The potential is there to earn whatever one wants but the key to that is how motivated are they to do the work because it is the right work that gets the job done. Now what if you don't know what to do or how to do it. Doesn't matter how much potential there is, unless there is a huge desire to go to work and learn what to do and then do it, nothing will get done.

So, a big aspect of learning here is knowing the value of the potential and knowing what needs to be done, the activities and then talking about that in a way that is understood and so that one can apply and do the activities.



Being Present

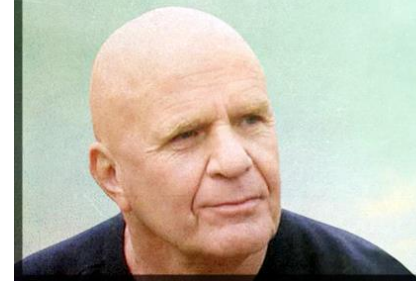
Those that take advantage of the potential can get the benefits of what that potential offers and works out to be. Therefore, in order to use potential, there must be a relationship to what one wants and sees.

As an example, new technology has made it easier to climb Mount Everest and now more people are reaching the summit using this new technology. You have a family to feed and need to find a good job to work with, so do you care about this potential, probably not, however if you were a climbing nut then the potential of this new technology might cause you to take the next step.

**If you believe it will work out,
you'll see opportunities.**

**If you believe it won't,
you will see obstacles.**

-Wayne Dyer-



EmilysQuotes.Com

Another Example

Now let's look at a different example, one where the individual has been trying to make a good living and so far is barely making enough to pay for living expenses and pay off past debt and he wants to start a new family. Now he hears about a way to earn more than his current income and at the same time allowing him more free time to pursue other interests but not without some risk.

Now we have the potential of more money creating interest and peaking one's attention to a point of being curious, then possibly jumping in and moving forward. So, potential can play a role if the potential shown is desired, needed and or wanted. Does it fit and can the individual see and understand the fit based on who they are and what they want. Does the individual understand that he has to do certain things to make it happen and is he willing to do those things.

Product Example

Let's look at another area like a benefit from the products being represented. We know then that one needs good water and minerals and hydration and the Pi Mag water system has the potential of providing those things if someone uses it, drinks the water and keeps in "a being healthy lifestyle," right.

However, what if the person being talked to has no reality about hydration, and drinking good water. So then does this potential mean anything?

Remember information is as valuable as it can be related to other information. Therefore, we need to create interest in the potential first so that the person looking or being presented to can then evaluate the information and understand the benefits.

But they must have the Ah Ha that the potential benefits are important and if so, then more than likely action will occur to get them.

What other potential benefits could there be?

Time freedom

Commute freedom

Spending quality time with family

Ability to travel on your schedule

Ability to work when you want to work

Be your own boss

Control the checkbook

Ability to expense many life expenses as business deductions

What has to be done or what does one need to do to reach these potential benefits

Time involved or needed, to make it work



What other potential benefits could there be?

What has to be learned

What does one need to put up with to get there

What one doesn't like to do but must in order to get there

All of these areas could be related to how the individual sees and understands the potential of what you are talking about or presenting.

It seems that over time the most significant potential was economically based, income.

They joined to make extra income or lots of income.

With income came the ability to choose what to do and when to do it and these can be important to some. With income came time freedom and the ability to control the check book, travel when one wanted to, and the list goes on and on.



Interest Benefits Action

But it was not the income that was giving the benefit but the results of the activities being done and what was being accomplished and these were in alignment with what the individual wanted when he joined. Therefore, the opposite is also true in that if one doesn't get the benefit desired they quit.

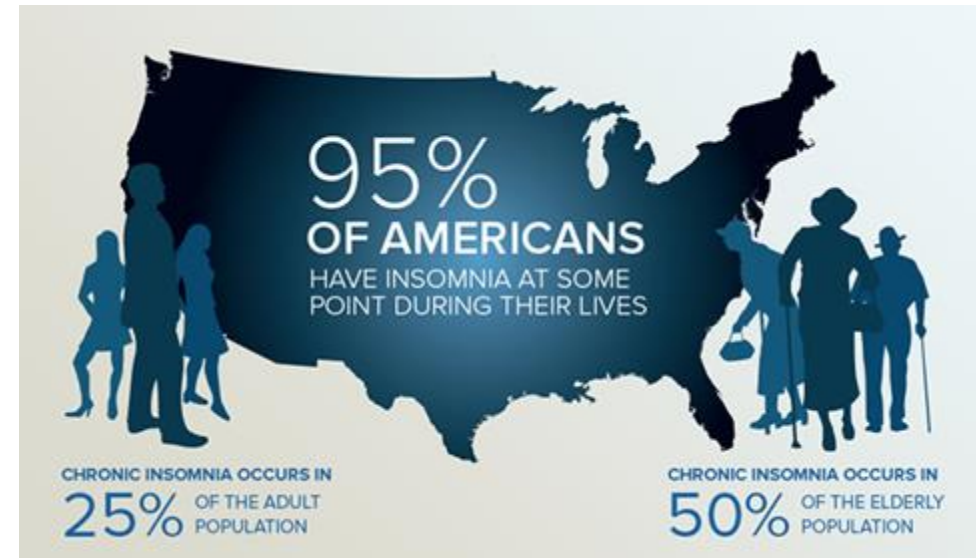
Freedom and this depends on their definition or the potential of time freedom for some was also an important potential. Again, if we compare being an Independent Distributor to someone who works in an office for 8 hours a day with a lunch break and a couple of coffee breaks. Some hate this so the potential of not having to work like that but yet earning a good living could be appealing to some, not all but some.



Another Example

The potential of long-term residual income was another. This could be expressed in many ways but how about working very hard for 2 to 3 years to have a residual income for life concept. Incredible potential that could interest some.

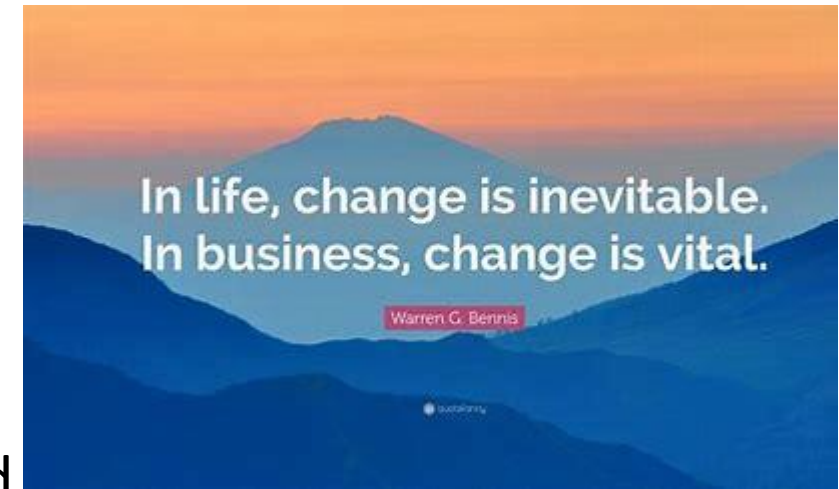
Obviously, the elimination of discomfort was a big benefit and with a good story then that potential became very important and one of the KEY pillars of workability and this can be both personal and third party. By third party I mean if this works then look at the potential of the Market Place. For example, the sleep industry is worth about 25 billion a year, now that's a lot of potential. Would you like a piece of that?



It's all about the Person you are speaking to

This all boils down to the person you are speaking with, their circumstance and what they need and or want. Then, how do you find out, and the answer is quite simple, ask questions. But the key here is you will only ask questions in areas that you know and understand, feel comfortable talking about and willing to explore and discuss the possibilities.

Now they will respond to your questions based on their desire and interest to find out and then get the benefits and their understanding and value of the potential is going to be based on what they need to do to get these benefits and this is then very much related to what they know and what they think they must do and where they are comfortable.



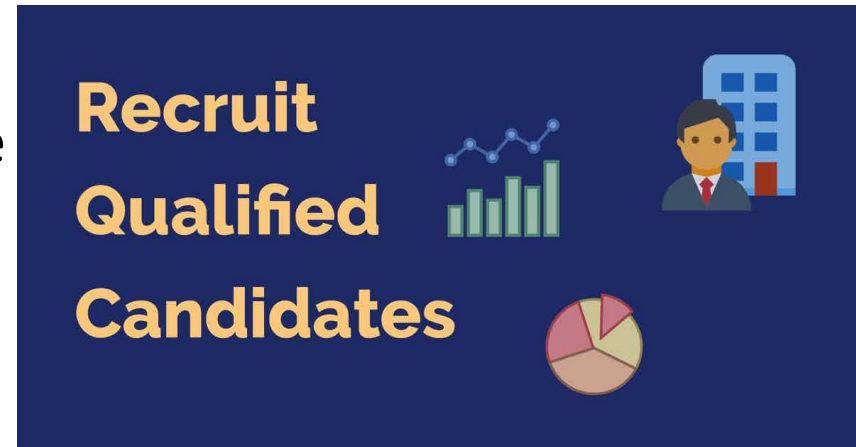
Presenting the Information



All of this depends on how well you present this information and their perception of that becomes belief so to speak. Your intention, your conviction then play an important role. If you are sincere and provide credible information that's not hyped up then they usually will pay more attention to see if they can get what you are saying because they want the potential that is available. So, if you said to someone how would you like to earn 10K a month and the job required that you lived on an oil rig in the middle of the Gulf of Mexico for 6 months at a time, what or how do you think the majority of those you asked would respond.

Qualifying Who you are Speaking With

So, in this example I would think that the majority would not be interested but another qualifier would be the people you are speaking with. Therefore, you also need to understand who you are speaking with in general so you can at least be in the same book to start. Getting to the same page and sentence may take some practice but in time it will happen. There definitely would be some that would love to do that job. This then is the KEY to understanding how you make this work. You are looking for those that the potential of what you present is of interest and they are willing to do what is necessary to go after it. Their success is based on other things but that is what life is all about, a giant game with many, many options and potentials.



Knowing the Answer to the Question

So, if I said to you, I want you to go out and ask people if they would be interested in making \$10,000 per month. Would you be comfortable doing this? Can you explain how they would earn this? Would you know how to answer if they said yes or if they said no? Once you have the potential idea then you can explore what is important to you. What do you want will then open the door to what you need to focus on? All of the information that I am presenting is important and you will need all of it to become successful over time.

Rome wasn't built in a day and by observation it takes time to make this work.

We will deal with what you want in the coming lessons.

What other potential benefits could there be?

This then brings up what you need to learn and what you need to know and what you need to communicate to others. What questions do you need to ask etc;, etc;, etc;.

The first lesson was Understand what You have with the Nikken Opportunity and we scratched the surface on that. The current lesson is knowing what the potential is and as you can see there are many and it is these potentials that create curiosity, interest and action but it is all based on communication, asking questions and getting answers and narrowing it down to what is needed and or wanted.

Next lesson is on What do you Want. This is vital because this will define most if not all the activities that need to be done to get what you want and understanding the first two lessons will assist big time.

What other potential benefits could there be?

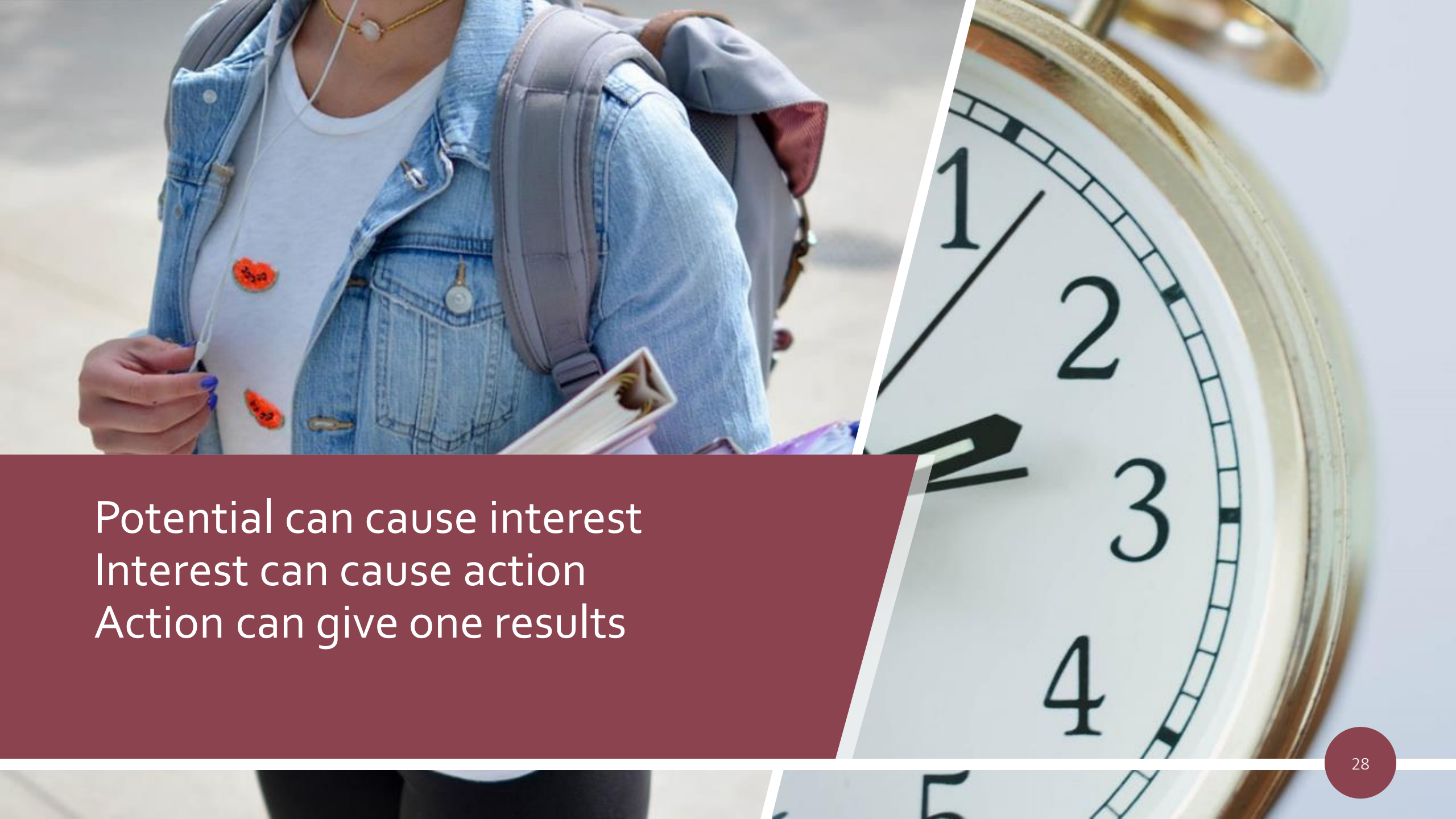
The next lesson after that will be **Creating your Map and Strategy**. By observation success in Nikken is learning the right behaviors and doing the right activities in a sufficient quantity that will deliver results that create the success. It will be a great lesson.

Then it will be the Skills one needs to become real good at and there are several. The first and probably the most important is communicating skills because this in fact is really all we do communicate with others.

The next Skill is the skill of listening. I have some great stories on how listening created success and not listening caused disappointments and no success.

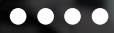
Then there is the skill of persistence followed by the skills of follow up. It is said that fortune is in the follow up and I agree.

All of these then are important and over the next few weeks we will learn them all but in the mean time you can practice and put in play what you have gained so far.



Potential can cause interest
Interest can cause action
Action can give one results

THANK YOU



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