



What do You Want to Earn

Know what to do to earn what you want

Before You Get Going

Nikken is a business that you are now a part of, the most important point if you want success, is to know and understand what to do and how to do it. Over time you will gain the necessary skills and with practice get really good.

There is much to learn, some of the information you should learn before you actually go out and start working. Discuss this with your mentor or sponsor.

There is a lot you will learn as you go to work and do the activities that are required and known to create results.

We are a business that is done by communicating and the more you know and understand the easier it is to communicate and share with others.

The following is something you should know before you start, as it will help you succeed. Creating success with Nikken is truly awesome.

How Much ?

What's the number you are after, the income you want.

Your results come about by doing the work that creates results in a sufficient quantity based on your situation, needs and efforts.

As we have covered this before, what you want is critical for many reasons. The business only understands numbers and you direct the activities to produce those numbers, very simple.

If you know the number and you know what needs to be done to produce that number then you can figure out the right structure and the correct number of transactions(sales or recruits) so you can focus on getting that done.

No guess work, simply go to work. no hype, no magic, no inspiration needed, simply go to work and when you have produced the desired numbers you have arrived.

What do You Need to Do ?

What ever it takes you to get the results you are after.

Your job is to do the activities that are known to create results, monitor what you do, use what works and get rid of what doesn't.

1. Find people to talk to
2. Find out what they need or want
3. Present Nikken in a way that they see they can get what they need or want by being involved.
4. Follow up when needed
5. Get them signed up as a customer or
6. Sign them up as Distributor
7. Help educate them
8. Help them build and deep
9. Help them become Independent Leaders
10. Monitor your activities and results
11. Repeat this process

What do You Need to Learn ?

Knowledge is Power.

We provide solutions through information, that help solve problems, situations, desires, needs and objectives.

Success is learned behavior.

1. How the business works
2. What your products are and what they help with
3. How to communicate what you have effectively so others get it
4. What you want
5. What you want in terms of what Nikken will pay you for your efforts
6. How to plan and strategize
7. How to build the business
8. What you do best, what skill
9. Where you need help
10. Practice, Practice, Practice.

We all do this business for a reason and for most it is to earn a living while helping others because that is what seems to be important to us. From experience what I have observed is that if you don't understand fully what you want and then convert that to an economic value (number) , you can get fooled and not become economically viable, go broke, then quit the business unnecessarily.

IF you go after an emotional need and don't understand what that means in terms of economy, you can get lost, go broke and most likely won't reach your Goal as intended. The business doesn't understand your emotional needs.

You want to earn a decent living every month

How many ways could you do this?

Like any business you are going to earn based on some kind of rate and this rate of pay is based on specific activities, each one a bit different.

Retail sales, pays 20%

Rebates, personal and or group anywhere from 5% to 20%

Leadership development, 6% up to 6 levels in compressed depth

Incentives, Nikken Bucks and travel

Therefore you can choose the activity or combination of activities that best suits you, and when worked on and achieved, will help get you to your Goal or what you want.

One Way to Earn

What will Nikken pay you for what activities and results.

If it's **Retail** then you earn 20% x the Retail Price on any personal Retail Sale and that is based on the difference between the cost you pay as a distributor and the price your customer pays.

As an Example you sell a Waterfall at retail for \$388.00 and it costs \$313.57 (plus tax and shipping) The potential profit is \$74.43

Now if this was all you had to sell and this was the only amount you could earn then you would need to sell about 68 units. 68×74.43 , to earn \$5,000.

Additional ways to help you earn

However, there are more ways you can earn that could be added into the strategy of your approach or methods.

You can earn a Personal Rebate based upon your rank of 5%, 10% or 20%

You can earn a Performance Bonus on selling multiple Waterfall units

You can earn an Incentive based on total volume

And when the company offers special bonuses or incentives you can apply these as well.

So Lets explore these

Personal Rebates

Personal Rebates

Personal Rebates on a WaterFall sale based on the CV of 188.30

Direct earns 5%	\$9.41
Executive Earns 10%	\$ 18.83
Silver Earns 20%	\$37.66

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PiMag Waterfall Sales Performance Incentive “Potential Commission Earnings”

DIRECT

	2 UNITS* IN A MONTH	RETAIL PROFIT \$148 PCV REBATE \$19 PERF. COMM. \$37	TOTAL \$204
	3 UNITS* IN A MONTH	RETAIL PROFIT \$222 PCV REBATE \$28 PERF. COMM. \$111	TOTAL \$361
	4 UNITS* IN A MONTH	RETAIL PROFIT \$296 PCV REBATE \$38 PERF. COMM. \$222	TOTAL \$556

EXECUTIVE

2 UNITS* IN A MONTH	RETAIL PROFIT \$148 PCV REBATE \$38 PERF. COMM. \$37	TOTAL \$223
3 UNITS* IN A MONTH	RETAIL PROFIT \$222 PCV REBATE \$56 PERF. COMM. \$111	TOTAL \$389
4 UNITS* IN A MONTH	RETAIL PROFIT \$296 PCV REBATE \$75 PERF. COMM. \$222	TOTAL \$593

SILVER & ABOVE

2 UNITS* IN A MONTH	RETAIL PROFIT \$148 PCV REBATE \$75 PERF. COMM. \$37	TOTAL \$260
3 UNITS* IN A MONTH	RETAIL PROFIT \$222 PCV REBATE \$113 PERF. COMM. \$111	TOTAL \$446
4 UNITS* IN A MONTH	RETAIL PROFIT \$296 PCV REBATE \$151 PERF. COMM. \$222	TOTAL \$669

Incentives

The incentives available can play an additional role of potential earnings or cost savings or benefits, like travel.

Although they are not a direct income source they are a benefit.

The first two however award Nikken Bucks which is like money to buy Nikken products which can save you or you can use to help others.

Power Start • Achieve at least 1,500 PGPV during the first 30 days from sign up. (At least 50% must be from retail PV) • Achieve a minimum of 100 PPV during this period REWARD • Earn 100 NIKKEN Reward Points (NRP)

Potential Income if all Retail Sales \$300.00

Build the Business and Earn the Incentive

Club Kiai Incentive Bonus

Accumulate the following during any 3 consecutive months:

1. 1,200 PPV

Must achieve a minimum of 100 PPV each month during the qualification period

2. 12,000 PGPV (At least 50% must be from retail PV)

Must achieve a minimum of 2,000 PGPV each month during the qualification period. REWARD

Earn 500 Nikken Bucks

Potential Earnings from reaching ClubKiai

Club Kiai Production/ Income potential work-up example as a Silver

1. Personally produce 1,200 PPV Retail earn $\$1200 \times 20\% = \240.00

Personal rebate on the CV of 1,200 Retail Sales $624 \text{ CV} \times 20\% = \124.80

2. 12,000 PGPV (At least 50% must be from retail PV) includes PPV

—A balance of 10,800 PGPV required —

50% Retail from your personal group is 5,400 Retail PV - $5400 \times 80\% = 4,320$

Wlse and about $2800 \text{ CV} \times 10\% = \280.00

The balance of 5400 Wlse or $3500 \text{ CV} = \$350.00$

Total potential in one month $\$994.00$

If this was done over three months $\$994.00/3 = \331.00

Plus you get the 500 Nikken Bucks.

Personal Activity Potential

Now we have more ways that one could personally earn and if we just look at this using the Retail, Rebate and Production Bonus for the ~~WaterFall~~ then here's what one would need to do.

Personally sell 32 Units and this would generate \$5,011

You would be Silver or higher ranked Distributor

You would accumulate 12,416 in Organizational Volume

You would earn the Club Kiai bonus of 500 Nikken bucks

Therefore you would need to repeat this or something similar to continue to earn \$5,000 per month.

What's The Purpose of this ?

To understand the relationship of what you need to do to get what you want.

So you can “think, plan and strategize” properly to get what you want.

The conclusion thus far is if you sold 32 Waterfall units in a month you would earn \$5,000.

Now the question that comes up now “is this a realistic target for you? “Is this an activity you can do”

Next question “is there another way?”

And of course the answer is yes but the most important part of this is to understand under any and all circumstances the relationship of what you want to what must be done, for Nikken to pay you.

If you want the prize then you need to do what must be done to get the prize, based on the game being played.

What Needs to be Produced

Once you know what needs to be produced, how many sales, how many potential distributors, how much volume, you can focus your attention on the activities that are known to create these results.

Don't worry about the results right now and no need to worry about when you will get there.

When you produce what's needed you will arrive and it takes as long as it takes you to do the work.

The next part of this is to understand that there is always more than one way to reach your Goal.

Building a Team



Team Building and Leadership Development

The most important point to understand here is that not everyone is going to do what needs to be done, not everyone is going to be a leader but you can develop leaders based on how you work and what you do.

Obviously it starts by finding individuals that are interested in becoming Distributors (preferably those that need to earn) and then based on doing the right work, Leaders will be created or they won't.

This aspect of earning focuses on the Big Picture, residual income and the real development of many sources of income, as each leader is independent and can be anywhere in the Nikken World.

Team Building and Leadership Development

Now there is a very important point that you want to understand in the building of these areas.

Our business works on the “Need to Qualify” principal. Now this can happen in many ways but the key way is with regards to income.

If you have a sizeable check coming and you need to “qualify”, get sales ~~or~~ recruit someone you will more than likely do what you need to do, provided the effort to do so is doable. However if the benefit is not very good or very difficult to attain, then you more than likely won't do the work to qualify.

Qualifying is an activity that is either selling product or signing new distributors who buy product, in a sufficient quantity to meet the requirements as listed in the Nikken Compensation Plan.

This is what you want to create with any distributor you sign up, their need to qualify and this then becomes part of your residual income.

There Are Two Areas to Understand with regards to Team Building and Potential Incomes

Personal Representatives

- Build a team of directs and executives
- Here you can earn rebates based on the difference in ranks from you to them.
- Typically Earn 10% to 15% on the qualified Directs or Executives in your personal group.

Independent Leaders

- Build a team of Leaders, Silvers and above
- Here you earn an override of 6% on the CV of each Leadership group Silver and above and up to 6 generations below you

Personal Representatives

Build a Team of Directs and Executives

Here you can earn rebates based on the difference in ranks from you to them. Typically, earn 10% to 15% on the qualified Directs or Executives in your personal group, once you reach Silver and above.

Let's take a look at earning \$5,000 a month with this and as an example half of your team is direct and half are Executive.

Therefore you would need 33 directs doing an average of 500 CV per month plus you would need 25 Executives doing an average of 1000 CV per month.

Therefore if one had this number of Directs and Executives and they produced the average CV listed, then you could potentially earn \$5,000.

Independent Leaders

Build a team of Leaders, Silvers and above

Here you earn an override of 6% on the CV of each Leadership group Silver and above and up to 6 generations below you. Build 3 on your first level and then help them do the same and move on down 6 levels over time.

The structure grows exponentially and you can see it gets larger the deeper you go and this helps you understand how you can easily have a large organization. It doesn't grow exactly like these numbers but it's the concept that is important.

3

Obviously you can sponsor more directly and so can those in your downline organization. Also some will sponsor less. But from experience and observation each level below you is typically larger than the one above. Much of this has to do with what you know what you teach, how you work and where you work. Build DEEP.

9

27

81

243

729

Independent Leaders

If the commission rate is 6% of the commissionable volume then in order to earn \$5,000 you need to produce in volume

$$\$5,000 / 6\% = \underline{83,333 \text{ CV}}$$

Now what does this mean in terms of PV, Retail and number of Leaders.

To figure out the PV, I would divide the 83,000 CV / 65% = 128,205 PV/OV

Then to figure out the people I would divide that by an average production volume. You can use whatever you want but remember it's an average so some will do more and some less.

For this example I will use an average of \$3,000. So each Silver group will average 3000 PV per month.

Therefore you need $128,205 / 3,000 = 43$ Silvers and above in your team doing an average of 3,000 OV to make a RESIDUAL Income of \$5,000.

Independent Leaders

The key here is how you build and the direction you work in. To make it simple you want to build depth, go as deep as you can, create a team that helps one another.

When you have activity below you everything is different.

When you have lots of activity below you it gets very exciting and motivating.

The deeper you go the larger the organization and the more volume is generated.

There is no reason why you couldn't have ~~only 10~~ Independent Leaders who average 13,000 OV to reach your goal.

The equation is the same and the concept is the same no matter what the objective. When you produce what is required you will arrive so no need to worry about when that will be.

Now one more point on this group, it will double in size and volume if you direct it to do that and not just once but many times.

So think Big, Draw it out, work it backwards to where you are now and build it one brick at a time.

Independent Leaders

There is another important piece of information on the development of your leadership group and that is “Ranking”

The purpose of Ranking is to open up more levels to get paid on.

A Silver can earn 6% to two levels of leaders Volume below

A Gold Three levels

A Platinum four levels

A Diamond five levels

A Royal six levels.

Obviously the key is having volume on these levels as this creates the **NEED TO QUALIFY**.

Even more important is consistent volume and much deeper than your pay line.

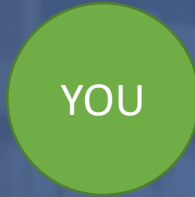
If you are a platinum and you get paid to the 4th level then the 4th level also needs depth and volume, if not then your fourth is empty.

Everybody operates on the need to qualify.

Independent Leaders

Ave Vol 3K

Goal \$5,000 @6%
Volume 129,000 OV
CV Vol 83,500



Total Needed 43

Level One



3 Balance 40



Level Two

9 Balance 31

Level Three Add 27 to 30 here on this level

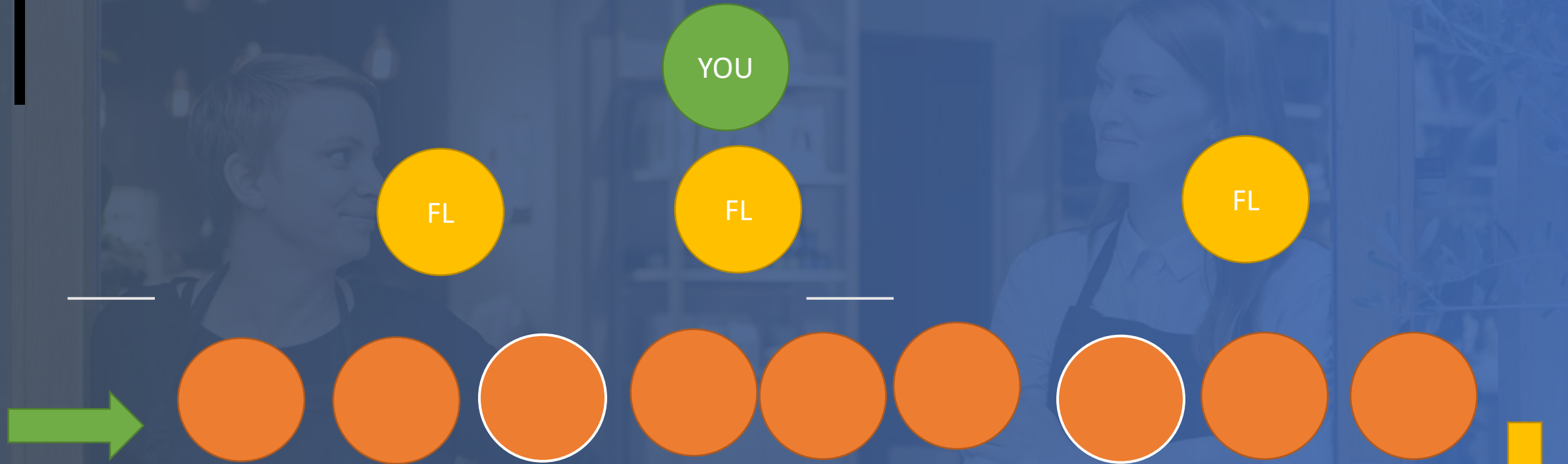
27 Balance 4

Level Four Add the rest here to reach the desired number

4 Balance 0

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Independent Leaders



This is the lowest level of your organization and also the weakest part as there is nothing below them.

1. This is where you want to work and drive it as deep as possible.
2. If you want to get paid on an ongoing basis on this level it must grow and the objective here is so they all need to qualify

The Concept of Depth



The concept of depth in building is so important to understand.

When you have activity below you, you begin to see it work, the more that goes on, the stronger your belief that this works. Besides that you are building a team that helps each other. You also create the **NEED TO QUALIFY**

“You will reach your Goal of what you want, when you do the activities that create the production that is required.”



An Example of \$5,000 per Month Year One

20 Retail Customers generating \$1,500 Retail PPV = \$300.00

Rebate from the Retail Customers CV @ 20% = \$150.00

Executives -5 doing 1500 CV per month on average = \$750.00

Directs -5 Directs doing average of 100 CV = \$75.00

Leaders and Volume at 6% x 64,500 = \$3,870

CV 64,500 could be more depends on product mix

OV 100,000 could be less depends on the CV and products sold

Leaders @ average of 4,000 OV 25. This number could be way less as it depends on what a leader produces, how they build and how you assist.

A \$5,000 per month Business

25 Leaders @ 4K

Directs and Executives Volume of 8,000 CV per month

Retail Sales of 1,500 per month

You

Leadership
64,500 CV
3 Teams

L-1

L-1

L1

L-2

L-2

L-2

L-3

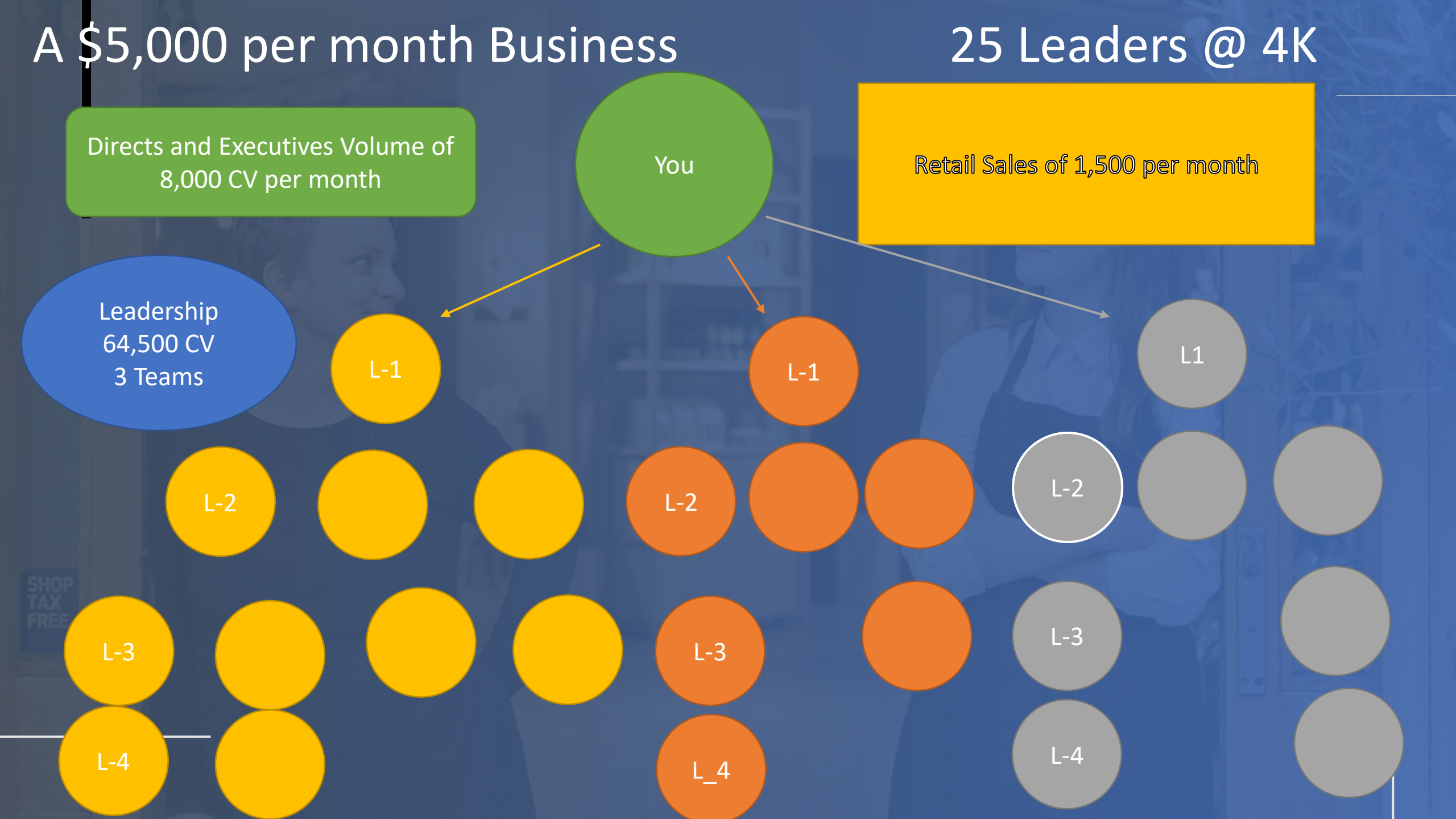
L-3

L-3

L-4

L_4

L-4



A \$5,000 per month Business

10 Leaders ave 10K OV

Directs and Executives Volume of 8,000 CV per month

Retail Sales of 1,500 per month

Leadership
65,000 CV
3 Teams

You

L1

L-1

L-1

L-2

L-2

L-3

L-3

Summary

When you know what you want or when you find out what someone else wants, then the key is to produce that. The strategy will be based on many things, time, people and money.

Once you map out what is required to be done to get what you want, you can then focus brick by brick on doing the activities that are known to create the results.

Use whatever system works for you that's the key. Find out what you need to know and learn how to apply it; Practice, Practice, Practice

In reality all we do is talk to others about what we have. It's a game of quantity and numbers.

I started by myself and focused on the activities that I was told would work and it did, now it's your turn.

Thank You

Contact Dave Rolfe

Ph- 617-388-9109

Email rolfeman@earthlink.net

Website daverolfe.com

