

A group of people in business attire stacking their hands in a circle, symbolizing teamwork and communication. The image is split into two halves by a horizontal white bar containing the text. The top half shows hands in white shirts, and the bottom half shows hands in light blue shirts. A watch is visible on the left hand in the top half. The background is a plain, light color.

First Skill Communication

- Definition: a process by which information is exchanged between individuals through a common system of symbols, signs or behavior; a verbal or written message; a technique for expressing ideas effectively.



Communication



The Main Activities of the Business

- 1. Make people aware of the technologies and products we have in such a way that they want to purchase them
- 2. Show people the business model in such a way that they want to participate.

How do we do these two main activities of the business

- Contact people from a list we have created, usually people we know and engage in conversations when we are out and about and seize an opportunity to start a conversation with the idea of getting to the main activities we want to do.
- In other words, and to simplify this **we talk to anyone we can** about what we have to offer whether it is the products or the business model. The key to this is the circumstance and how you communicate based on that.
- If you want to succeed and get the most this has to offer then the above statements must be taken to heart.

The What, When, Wheres, and How's, to what we talk to others about

- This covers it all and becomes the entire library for your future activities
- The key to this is based on the game to be played and in this case it's the Nikken Game as defined in the Compensation plan.
- You accomplish anything you want by selling products as an individual, through a personal team or by finding serious Business Builders.
- To start I want to use an analogy to explain what you need to do to really learn the skills you need to do the right job and get what you want.
- You ordered a hutch for your bedroom and you need to assemble it before you get to use it.

What are you going after

- The hutch arrives in two boxes and you open them to find the set of instructions. A book with a total of 22 instructions giving you a step by step list of parts to be used, what to do and how they all fit together along with the necessary tools.
- You start at Step One and If done properly you move to the next step and eventually to the end where you have a finished product, a usable hutch.
- If you have never done this before, then you may need to study the plans carefully, or you may need some help but if you are adventurous you go for it.

What are you trying to accomplish

- You want a sale of a product or someone to join you in the business. Now for our purpose I am going to stick with the business building aspects and looking for someone to join you; as a byproduct of this activity, products get bought.
- In building the hutch the instructions also have pictures of each step and what the finished product once assembled looks like.
- You should have a similar picture for your goals and the various steps the need to be done in order to get there.
- Building a successful business is similar to building a hutch you do it one step at a time.

What do we do

- In step one of the assembly it states to make sure you have all the pieces , parts and tools necessary to build the hutch and you have a good work space to do so.
- The same applies to building your business. So, what are the pieces, parts and tools necessary to build your business, they need to be available and ready to use.
- The first is your approach and who are you going to speak to to get started.
- My advice here is who is your best friend that likes what you do and would qualify to be potentially interested in doing this deal and someone you can easily speak with and who won't blow you off.



Skills Learned

The following jobs taught me what I needed to learn to become successful in Networking. You can learn these skills by knowing what to do and then going out and practicing.

Door to Door Sales

- **Insurance Representative** – Mutual of Omaha, the main product was a Sickness & Accident policy for farmers. There were other products, Life Insurance, Annuities but the initial idea was using the Sickness and Accident product.
- **Method**- The method was going from farmhouse to farmhouse and knocking on the door and using an opening or greeting script which had the purpose of get invited in their home to sit down and go over the information.
- **The Sales Activity** The information was then presented by using a presentation book, made up of pictures and statements and I either read the information or recited it from memory in my own words.
- **Skill Learned**- Benefit of persistence, using a presentation guide to use as a show and tell and how to tell the story that the buyer wanted to hear and that got a sale.

Retail Sales

- **Automobile Sales-** Ford Motor Company, the main product was selling cars.
- **Method-** The main method was dealing with people that walked onto the car lot to help them look, provide information or eventually buy a car. The key was learning how to find out what they needed or wanted, what was important and what was not, including how much they wanted to spend or how much they could afford on a monthly basis. This was all learned behavior through training, guidance and practice. If someone walked on and didn't buy a car then it was more than likely that you would never see them again as they would get sold at the next lot. However, follow-up was used and with the right experience this practice paid off. Method of follow-up such as sending out monthly messages for example Valentine's Day, Labor Day, Thanksgiving Christmas or birthdays and anniversaries based on information gathered which walking them around or in an initial interview to find out more about their needs.

Retail Sales

- **The Sales Activity**- This was a very social process of trying to get to know as much about them as possible without seeming like it was the Spanish Inquisition and the nicer one was, the friendlier one was and the more informative one was especially with important features and benefits the greater the success. In most cases the customer knew from advertising what they wanted the key then was to lock them onto a a specific car in inventory and a payment they could love with and that was a process using a form of A B C. A was the manager and the one who could approve the deal being presented. B was the sales representative who's job it was to get to the point of "If I can will you buy" on a specific car. C was the customer.
- **Skill Learned**- Asking for the order and then dealing with the objections or clarifications required to make the sale. Learning how to find out what people wanted and to really hone in on the importance by understanding their expressed benefits that were wanted. Developing rapport quickly which created trust.

Phone Sales

- **Yellow Page Telemarketing Sales Representative-** The main method here was contacting business customers that had a listing in the yellow pages currently and then working on bumping them up to increase the size or the number of locations.
- **The Sales Activity-** As the customer for the most part used the yellow pages as a form of advertising contacting them was not difficult so the main activity became discussing the benefits of larger ad size and to place adds in other districts that could benefit their business.
- **Skill Learned** – describing features and benefits and the value in knowing your product line and acting in a total professional manner which helped gain control and then having the customer act on your recommendations.

Tele Marketing Sales

- **Investment Sales Telemarketing Sales Representative-** The main method was finding Business CEOs, Presidents and Business Owners from information provided by Dunn and Bradstreet. The idea was to find qualified investors who were interested in the company's services to help them select the right auctions in the Federal Government Oil and Gas Land Lease lottery program. Here the investor could win the rights for Oil and Gas exploration and then Oil companies would buy these rights from the winner if there was good potential. The company I worked for had geologists and Oil and Gas experts that did the research on what geographical areas had the best characteristics for Oil or Gas potential.
- **The Sales Activity-** We were given names and phone numbers of potential buyers and the job was to call them and find out if they invested and would be interested in taking a serious look and if they liked then participate. The entry level was \$2,500. If they were then we would send them a package of information followed by a full presentation a week later. Once they went through the presentation they would be asked to invest.
- **Skill Learned-** I think this was where I learned the most regarding sales, handling objections, using an ABC, using a happy customer as a reference, persistence, using scripts, developing rapport, describing benefits and following up. Also recognizing who was a real player and who was pretending or fake.

The first Skills Communication

- Success in this business depends on how much product is bought and the size of your organization. These two results can be measured and then based on what you want, one can get organized and focused on doing the activities that will create the end result.
- From my experience, it all happens as a result of you communicating with others in a way that creates the specific desired result. Therefore, there are techniques and skills that you can easily learn, practice and apply to get what you want.
- A big benefit of all of this was knowing that no matter what happened I could find something to sell in order to earn a living and if you think about this everything we consume has been sold and in some cases many times before you get your hands on it.
- Therefore getting results, products bought or individuals joining you in business is based on effective communication. This is known as sales or selling.

The main areas to learn how to apply all based on Communication

- Contacting people you know- the approach you will use
- Communicating with people you run into or meet casually or informally
- Making a presentation
- Communication by product demonstrations
- Following up for every circumstance by communicating
- Handling Objections by communication
- Closing the sale by communicating
- Getting referrals by communicating
- Up-selling by communicating
- Getting re-orders by communicating
- Everything you do is based in communication



Warm Market

Contacting those on your list of people you know and who know you

Warm Market

- Over the years creating a list of those you know has been a standard practice for almost every business where you have a product or service to provide. Those you know typically will speak with you more easily and readily and you also know what they are about which is very important. So you create a list.
- The next step is to evaluate each one and based on what you are after and the direction you want to go. Typically you would do this with your sponsor or mentor.
- You want to create the top ten list so to speak to start.
- Now the next step is your approach.
- What are you going to say
- What are you going to talk about
- Are you going to do a 3way
- Is this going to be in person, by phone or Zoom

Your Instructions

- In building the hutch you are instructed to read over all of the steps so you are familiar with what happens once you have completed one and then what's next.
- Over the years of building and teaching this business I would agree that this is an important aspect to know and understand.
- What's next once you have completed or are working on completing a step.
- For example one starts out and reaches Direct and then the next step to understand is Executive, followed by Silver, Gold, Platinum, Diamond and Royal Diamond.
- With the hutch it is steps 1 through 22 and you do one after the other until the hutch is built.
- One's goal might be to get to Royal Diamond but the current focus is the current step you are working on and with an understanding of how it relates to the next step.
- The Goal is to have a hutch you can use but the focus to get that is to complete the step you are on and move to the next step.

Opening or Greeting Script

- Now you need an approach, an opening to get the ball rolling. This can be simple but you need to be fully prepared after you ask to deliver a response or to handle any considerations they may have. The objective here is to get into the whole idea, get them interested and have them join you.
- I have used “I found the goose that laid the golden egg”
- I have used “Would you be interested in making an extra \$5,000 per month”
- I have used” I am expanding my business and I’m looking for a partner to help me. Would you be interested to taking a look?”
- I have used “ New Japanese company in town looking for distribution. \$2,500 required for information call and then your name and number. This was an advertisement

Opening or Greeting Script

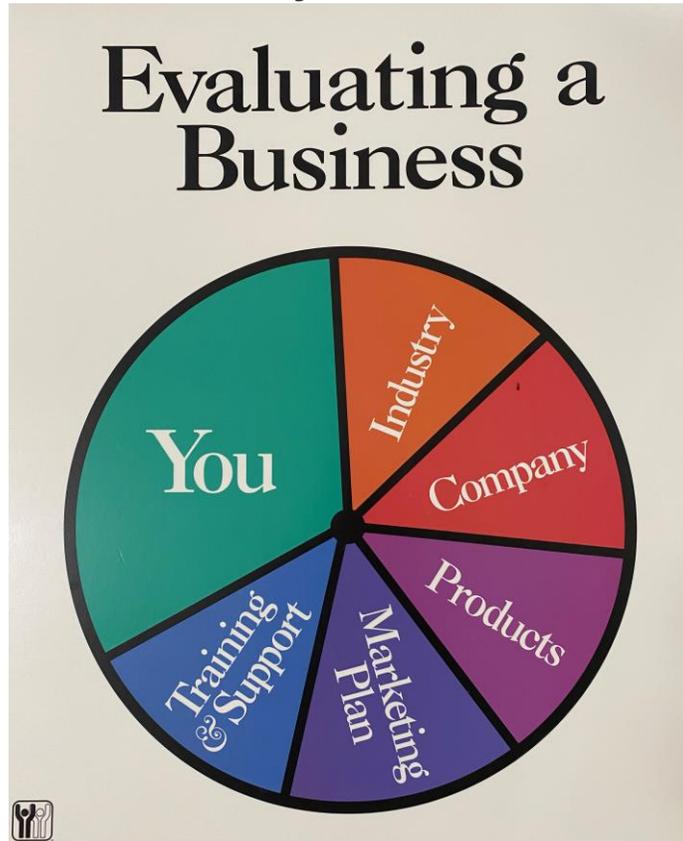
- Many times when you are out and about or in some form of social circumstance the conversation starts out as a social chit-chat. Here I like to poke around to see if I can get them to ask me what I do and in that process try and find out what they do and then if they like what they do and do they plan on doing this forever.
- My objective with this one is to see if **the want to or need to change** with what they are doing exists, as that is a perfect position to get someone interested in Nikken.
- Now sometimes where you are located is not the right place to conduct business or really get into what you need to so in those situations the whole idea would then be to set up the right place to talk or a better more convenient time.
- The bottom line is you keep your ears and eyes open so that if the right circumstance comes up where you have an opportunity to explore the business with them, you jump all over it as timing can be everything and anything could happen, you heard my story.

Your Presentation Script

- This was a skill I learned in many of my former positions and in almost every one, scripts were introduced and used as part of the formal education process. These are easy to create and you simply sit down and start writing based on what you want to say in order to get to where you want to get to. They can be simple or elaborate but the idea is to set up what you will say at the appropriate time you are going to say it.
- As an example when I started we did a presentation called a Wellness Preview and we used a Flip Chart which showed a circle and had titles. These titles then became talking points and when done in a sequence created a great presentation that others could follow and understand easily.
- By doing these over and over again it became second nature as to what was being presented, quite natural and very understandable by the audience and it all started by creating a script that was learned and remembered.

Your Presentation Script

• It all comes back to the step by step process of building the hutch. The Flip chart was created by professionals with a purpose in mind and that was getting those that watched or listened to join. You then had a story for each topic or a mini script for each



- The Industry- What is it
- The Company- Track record and success
- The Products- the concepts and technologies highlight one
- A testimony on the products
- The Business Model- the Comp Plan, concept and idea
- A testimony on doing the business
- Training & Support- what is available
- Finally what you do to join.

Your Presentation Script- Remote or One on One

- Now in my experience I found that it wasn't always convenient to have someone show up at a Wellness Preview so the solution became, make the presentation on a one on one basis using another skill I learned, a Presentation Book and this can be translated to today's environment using the internet and slides or videos.
- The idea is the same and the result is the same. You create interest in whomever you show it to and you actually have more control. This also helps with the script part or it acts as a support tool.
- Nikken originally had a sort of a presentation book which was the manual you received when you sign up. I then expanded on that idea to add testimonies, charts, graphs, pictures, articles, my plans and goals, examples of structure in picture forms, applications, awards, and anything that I could use to validate and support the model and the benefits available.

Listening

- This skill is probably one of the most important in terms of what we do and getting the results you want.
- It in a sense is like the instructions in building your hutch, you are kind of listening to the author and then doing what is being told to you to do.
- But more importantly your customer or potential business partner is going to tell you he wants to buy or he wants to join you but if you don't listen you can miss the signs or the actual communication.
- Just like when building the hutch you don't pay attention to the instruction and you miss doing something in a step that later on causes a problem or some kind of work-around.

Listening

- Here are two examples of this. The first was a distributor that told their sponsor that they would join but that they needed to make \$1,500 and the sponsor told them that if they build to Silver they would earn \$1,500.
- But what the sponsor failed to do was to make sure they understood how it works. However he didn't and the person went out and found a real hot shot that did most of the volume required to go silver and as a result of the way the plan works the new distributor only earned \$400.
- Because of this she quit and the sponsor lost out on a really good person moving forward.
- The key here was the sponsor did not really listen to the goals of the new person to make sure that they would do the right work and get what they wanted. At the same time if the many ways of building were explained and the new distributor understood them, the result that occurred would have been understood and she would not have been surprised.

Listening

- The next story I was called in to assist and help a distributor that wanted to revive a transaction to get a result.
- Initially she had made a presentation to a couple who told her they wanted to purchase the entire sleep system. At the time this was a sizeable order and would have created a great volume and subsequent commission.
- Instead of placing the order she decided to offer them a different way to purchase the products by becoming a distributor themselves.
- When the potential buyer asked “what’s involved with that?” she provided him with a bunch of literature at which point he said “let me review this and I will get back to you”
- Nothing ever happened, no sale of product and no new distributor and all because the original distributor didn’t listen to the customer who told her he wanted to purchase. The correct solution would have been sell the product then later you can introduce other ideas.

Listening

- If we look at what you are trying to accomplish, it all happens when you ask a question and you expect an answer.
- If you are not listening then the question either doesn't get answered or is does. You ask Ok "would you be interested in making an extra \$5,000 per month ?" The person you are speaking to says "what's this you are talking about?"
- And you respond "I expanding my business and looking for a partner" The original question was never answered and you were not listening and missed that and went on to another question. This is so easy to do and is done all the time.
- Now they answer "no I'm not interested". So what did they answer that statement for, the first question or the second. Most will never know because that will be the end of the conversation for most and it will be off to some lesser issue or maybe a product sale if you are lucky.

Listening

- After not getting the question answered for “Would you be interested in making an extra \$5,000 per month the correct response would be to ask the question again. You could rephrase it slightly.
- You ask Ok “would you be interested in making an extra \$5,000 per month ?” The person you are speaking to says “what’s this you are talking about?”
- I wanted to know if you’d be interested in making an additional \$5,000 per month if you completely understood what it was?
- The person says well “yes I would but it depends on what it is.” Now you have listened, got your question answered and now have a direction to take, a next step so to speak.
- Now you could go into your story, or the company story or you could explore more on his answer “Yes I would but it depends on what it is”

Listening

- When you are presenting or demonstrating or asking questions you want to be aware of what is going on, so that you can act upon the circumstance. One of the lessons I learned from all of my experience was the idea of the “Trial close” an idea to see where things are at based on something they said that gave a positive indication to possibly move forward. Now the close in our business “which product do you want to get today?” and they buy or “Are you ready to join me in the business” and they sign up or something similar.
- In other words it is asking for what you want because of a response from the person you are speaking with. Now sometimes in the presentation you are making, you hear statements from the person you are speaking to, like: “Oh I get it,” or “Oh, I could really use that” or “I know someone who would love this”, signs of agreement.
- This then is a perfect time to “check the temperature” and see if what they are saying is true and by asking for what you are after, maybe they will respond positively and buy or join.

Listening

- Listening basically means that you have totally understood their situation or response and then you volley back with a reply , an answer or a clarification request. Let's take a look at this.
- You are presenting the whole idea to your friend Bob and he states in the middle of what you are presenting that “I totally get this but it's not for me”
- Now there are a few things to do here. First I would ask myself (“What does he mean by that?”). Therefore I would say this. “I'm not sure I completely understand what you are saying here, could you clarify what you mean, it's not for me?”
- Now what will typically happen is that he will think about that and give you back something to deal with a specific issue. His initial response was very general and most would buy that versus digging in a bit and understanding what is going on.

Listening

- He responds and says well I work full time and I don't have any extra time and I can see this is something I will need is time to do this.
- Now we have something to deal with. Do you see that?
- Now this is a lesson on listening and handling objections and closing will come at another time but the point is this.
- People don't always say specifically what they are thinking and or meaning to say. They speak in generalities or non specifics because they don't understand in the first place.
- For example if they don't understand a concept or an idea and what you have said has not quite got them totally interested then the easy out is I'm not interested. But the question then is Not Interested in What.
- Who wouldn't be interested in a residual income of 10 to 20 K per month based on helping others maintain good health and a healthy lifestyle?

Listening

- The issue or problem is not usually what is said but more what is not understood and therefore because it is not understood there is a natural tendency to back off or back away.
- It's no different than going somewhere unfamiliar or going somewhere that was not a good experience. Or being involved in a bad situation and this looks similar.
- So by exploring the true meaning of what's being said sometimes and most often brings out the true reason and that is usually something that can be dealt with and easily.
- So listening then becomes as important as what you communicate, how is it received, do they understand what is being said completely, do you believe that they got what you are saying and understand it completely or is there some doubt on your behalf.
- You will gain this understanding by asking questions and then listening to the response, or watching the body language and even asking them if they got it and understand it.

Listening

- This then brings up another aspect of listening and that is in how well does the person you are working with understand and duplicate your communication.
- In an ideal world once someone has stated they are going to join you and go to work, normally you would expect that to happen and in a lot of cases it does but every once in a while, it doesn't.
- Over the years I have observed that inaction comes about because something is not understood by the one who is supposed to be doing the activity. Now this happens when the instruction or lesson taught is not heard or was not listened to.
- So it then becomes important to know that part of listening is observing that what was said was heard and understood before one moves on. If yes then you can be assured that action will take place.
- This then bodes well for an apprenticeship or using the ABC system in the beginning.

Listening

- Your success depends on the activities and results of others and how well they understand what to do and how much they do of that. So if they don't understand what to do, or how to do it and they don't get help or support then guess what, you end up with a poor or no result.
- This also applies to selling our products. The products themselves are fantastic and have great benefits for those that actually use them and understand the proper use.
- How does this all come about? By effective communication and listening.
- We have communication and part of communication is listening and part of listening is making sure they understand and have duplicated what you have said and part of both of these is; can they go out and get the job done.
- Is this the most important aspect of this business? Absolutely; **Yes It Is.**

Finding Out what is Needed and or Wanted

- So far we have touched on making a list, your approach, making a presentation and then listening.
- Now I want to talk about the core concept that is the most important aspect of building this business, which is finding others that wish to do the same thing as you.
- The first key here is to understand how the business works or what does it look like and this applies to every step along the way, just like the instructions for building the hutch.
- If you want this to work for you, then you need others that want it to work for them and a huge part is understanding how it works. Then you can communicate this so that others can see and understand as well, because that is how this all works .
- Discovering what they need or want then is the initial mission at hand. Until you do that everything else doesn't really matter because in my experience when an individual sees , thinks and understands that they could get what they want by doing this, BINGO.

Finding Out what is Needed and or Wanted

- Here's what I know and I think you will agree that most of us have desires, problems, concerns and situations in life that we don't have an immediate solution for.
- We may not have any attention on them currently because we are busy with life, however they can quickly be brought to the surface.
- As an example you are living life but you are not making what you want and you have some things that you want to do but you can't because they require some economic help so you put them off, maybe a trip, or a house project or sending your kids to summer camp, whatever it is they roll around.
- Then someone comes up to you and asks "would you be interested in an extra \$2000 per month?" What do you think the answer might be? YES or NO. I know what the answer will be, as it is human nature. Any desire or problem or concern or situation on your mind, will immediately appear and the idea that this idea you are presented with by the question asked, can **HELP** and opens up your interest to check it out.

Finding Out what is Needed and or Wanted

- Let's see if we can understand this and then use it to get what we want. Whenever one has a problem, a desire, a situation that can't be resolved by them and someone offers a solution there will be an immediate positive response by those that truly want to solve the problem, get the desire or handle the solution.
- If it's not an immediate response, then it's not that big of a deal and won't really cause the drive necessary to get the job done.
- Case in point 46 years ago I'm making a presentation and then out of nowhere comes a statement followed by a question that triggered a desire and a problem and offered a potential solution.
- Little did I know what the future had instore for me but the point is that because I had the desire and problem on my mind the idea of a solution was very appealing. Your hungry and want to eat and then your friend says I know of a great restaurant around the corner do you want to get a bite?

Finding Out what is Needed and or Wanted

- It all boils down to having a reason to do this. It could be anything but it must be something that is needed and wanted, is important and will cause one to go into action to get the desired result.
- If you don't find this then it is almost impossible to get one into action. This applies with the product as well and the philosophy or anything that is necessary to be successful.
- This then brings up a key point to tie this all together. We build the business through the process of communication and we are looking for someone like ourselves that really wants to get what they want and they think they can do so by doing this.
- So we go out and ask for what we want. Then Guess What? Someone will answer yes and join you. This is about how simple it is the key is in how you communicate, present and listen.
- So next week we will talk about the skill of persistence.



Thank You

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