



Persistence

DEFINITION

- TO GO ON RESOLUTELY OR STUBBORNLY IN SPITE OF OPPOSITION, OR WARNING.
- TO BE INSISTENT IN REPETITION OR PRESSING OF AN UTTERANCE SUCH AS A QUESTION
- TO CONTINUE TO EXIST PAST A USUAL, EXPECTED OR NORMAL TIME



WHAT IS YOUR OBJECTIVE

What do you have to do?

What is involved?

What is in your way?

Will you Persist?

Will You Get the Job Done?

Your Objective- Goal

- This must be clear
- This must be important
- This is something you want
- This is something you are willing to go for
- Are you doing an activity that will allow you to get what you want
- If you are not getting what you want ask for help

What you have to do here

- Success with Nikken comes about by:
- Learning what works then
- Applying what works then
- Getting many people to purchase products
- Finding team members who want to do what you are doing and join you in the business
- Developing serious Business Builders who really want this and go after it aggressively
- Practice and eristence

What are the two main activities

- Reaching out and talking to others about what you have to offer
- Looking for consumers
- Looking for Business Builders

Your way

- You are a unique talented and creative individual, and your success in Nikken will happen when you understand the methods of how to get results and then apply them in your way. In this process you will develop the necessary skills that must be learned but you do it your way based on who you are and your circumstances.



How to Develop your way

Practice...Persistence...Pract
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An Example

- In the beginning it was suggested that I put together a list of 200 people to get started. I didn't have that many, I only had 15 or so that I could put on a list.
- So I went ahead and started with the first seven people.
- You know the rest. The key here is to understand that the main activities of the business are based in communication and then you talk to as many as you can and you simply continue this until you get what you want, there is no magic number.
- That is exactly what I did, persistence
- After I had exhausted my list I then went on to other methods, advertising, and talking to anyone I could, persistence.

Practice ...Persistence...

- First you need to make a decision that this is what you are going to be, a Nikken Distributor, and you will do what is required so you can get what you want.
- What I don't know is what that is for you, but we will find out
- Next you need to understand what it is we do on a daily, weekly monthly basis
- Next you go about doing those activities
- Next you monitor the relationship of what you do, to the results you get
- You tweak the activities based on the results until you get what you want, persistence
- Example
- When I first started out I was focused on marketing the product followed by the opportunity.

Practice ...Persistence...

- However I found that not everyone was interested in the product and there was a lot of education required to get them interested and due to the nature of the product and the technologies you had to find those that were interested.
- Interestingly enough when I ran into some challenges here I then changed my direction and started talking about the business model first, using the products, technologies and peoples health conditions, as the reason why this was so hot.
- Here's what I found. The added reason of earning income caused a greater sense of interest and desire, to then understand as many of the benefits as possible. Let's face it, we all need a good night sleep and we all need good water but man has been surviving for a long time without what we offer.
- However without income things in life get very tough and cause a great deal of stress and unhappiness. Once I moved in this direction, everything changed.

Practice ...Persistence...

- The next chapter was learning the lesson of persistence, in relationship to time and repetition. I knew from prior experience that this was a NUMBERS GAME. In other words the more you did in the direction of successful actions the greater the opportunity for success.
- Like in Life Insurance and the Tele-Marketing ventures I did, It was how many farm doors did I knock on or how many dials did I make that ended up being the key activities.
- In this business it boils down to one thing the number of times you get the opportunity to ask someone to join you and do what you do.
- In hindsight I can't really tell you how many people I actually asked that question, but it ended up being enough. When you think about it that question was asked of you right, and look what happened. Are you different from anyone else?

Practice ...Persistence...

- The answer is of course no. This then brings up then the main activity that you want to be persistent in doing and that is **finding someone to talk to about your business.**
- Remember what the main activities of this business are; talking to people about the product in a way that causes them to buy them or talking to people about the business in a way that causes them to join you, right!
- Here's what I don't know; who will be your next customer or who will be your next distributor.
- Here's what I do know, if you go about and do lots of the activities that are already known and proven to either get customers or get distributors, you will get customers and distributors.
- Now the number of and the volume of, will depend on the amount you do and the time frame you do it in.

Practice ...Persistence...

- Here then is another aspect of persistence which depends on the time you are dedicating to do this. The less time you have available the more persistent you need to be. Let me explain.
- You are involved in a process where you contact someone , find out what they need and or want, present what you have and then ask them to join or purchase. Now sometimes these different activities don't happen at the same time or on the same day.
- You work on contacting someone and this might take days or weeks.
- You then work on the next step which might take twenty seconds or many calls
- Now you set up a time to present or demonstrate or meet to discuss and this could be anytime after the first contact

Practice ...Persistence...

- And at this point who knows what will happen next. So you must persist, right and if you are juggling other potential people then this can take time and if you are involved with another job or important activity that must be done then your time to complete these tasks becomes very important.
- What I observed was that when you had more time and went after this like you would a regular job or career things happened much more quickly and there was very little time in-between the cycles to mess things up.
- Remember what we do is no different than what any other business does to move its products or services and in most cases if it is a commission sales position you earn when you produce.
- The difference here is you earn while you are producing but you are also building a future potential residual income when you build it the right way.

It takes what it takes...

- If I look at everything I have ever done from start to finish, the idea of time was always a factor.
- I now look back and I have been with Nikken 32 years and this became my career and took care of how I was able to live my life.
- In the beginning I had no clue what would happen however I had some ideas of the possibilities based on what I had observed in life and experience while growing up.
- What I wanted became the most important thing to understand because this then could be understood by what I did to get it.
- I needed to earn \$8,000 per month when I started but I only had an idea of what needed to be in place to receive that amount from the company.
- What I had to really learn was what did I need to do to create the \$8,000 and how long was this going to take.

It takes what it takes...

- Fortunately I had experience doing something where I had to persist in order to get what I wanted and realized that Nikken was no different.
- When I did the investment program through telemarketing, I had to first, find a potential client, find out if this was something they needed or wanted, send them information, make a presentation and then ask for the order.
- I had to do this many times over and over. I had to persist at learning how to do what was required. Then I had to persist at doing those activities until I got a result and then I had to persist even further to do more in order to get what I wanted.
- In the end **I figured out what I needed to do to get the job done.**
- It takes what it takes and don't worry about the results, focus on the activity that creates the results and when you arrive you arrive.

It takes what it takes...

- What I learned and realized was that you can't worry about the goal, that does little if any good at all.
- What you can do and this is the fascinating thing about Nikken is understand what must be in place to reach your goal and then understand what you need to do to get the job done and it all boils down to numbers.
- The amount of time you spend on doing the right activities will determine when you will reach the goal.
- I was Diamond in July of 1996. My next goal was Royal Diamond. I made a plan based on what was required to reach this goal. At the time I needed 21 more Silvers in the right places and then my income would more than double.
- Each and every month starting in August of 1996, I had a plan and an objective of reaching Royal and producing the desired 21 Silvers.

It takes what it takes...

- Now at the end of the month I would then see what had been accomplished and then adjust the plan for the next month to accomplish the same Goal, Royal Diamond.
- I couldn't worry about the results, good, bad or indifferent, that made no sense and didn't get the goal done. What I understood was that I would reach the goal when I had created the 21 Silvers as part of the plan.
- For two years and each month during that time I had the goal and plan to reach Royal and finally on the 24th month after reaching Diamond the 21 Silvers were produced and I reached the Goal and became a Royal Diamond.
- Persistence, do whatever it takes, don't worry about the results, understand what the goal is made up of and then go to work, don't give up, persist and persist, tweak what you are doing when you need to, and you can arrive.

It takes what it takes...

- The key to achieving this was understanding what I wanted and then making sure I could get it by doing the activities I was doing.
- I wanted the Good Life, a Family, Friends, the ability to do what I wanted when I wanted.
- What did that then mean in economic terms, How much would I need in order to get this stuff and do these things. I created many budgets and realized that the answer was a lot.
- Not to worry but simply understand what was needed to be done that would provide that or pay me that. With Nikken the plan laid out what you could earn, the track record provided the proof.
- Therefore all I needed to do is figure out what I needed to learn and do, then how much and over what period of time, do I need to do it, persistence.

If Its Going To Be Its Up To Me...

- My first rodeo, in 1975 was a very poor showing. I didn't really learn the business and I got off on the wrong foot and I really didn't have a good mentor to help.
- By my 11 or 12 rodeo, in 1988 I thought I knew some of the basics but to that point, nothing had really worked.
- Finally when I ran into Nikken, 1990, I also ran into the right teacher and he told me exactly how the business worked and where I needed to work and how I needed to work to get the benefits the business model had to offer.
- I have now realized and understand, that the reason people don't get the job done is they either don't understand what to do or something is holding them back from doing what needs to be done, in a sufficient quantity that will create a result.
- The answers then lie within each of us and what we do and how we persist. I have been on both sides and **persisting until you win is the best side.**

Thanks for Joining Today

If you need my help, here's how to reach me.

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