



Production Management

How to Know What Works

So you can get what you want

How the Business Works

Smart Networker Basics

- When one sees that they can get what they want by doing Nikken or using Nikken
- When other people buy and consume the products that you have to offer
- When happy consumers refer others to you who then buy your products
- When people decide to do the business and become distributors
- When people get the benefits that they are after/want
- When you get what you want
- When you make more than you spend and become viable

Production/Activity

Smart Networker Basics

- Could be defined as the work we do
- Something that creates a result
- Being busy doing something at work
- Prospecting for a customer or partner
- Following up with prospects or customers
- Presenting your program or product
- Making a sale
- Signing up a new partner

Results are Created

By doing activities that are known to create results

As we know, the first step is to figure out what method you will use in order to communicate to other people to get the ball rolling for the current period of time that you are working on.

This could be by

1. Creating a list of people you could talk to (Contact List)
2. Finding places to advertise or to make your self known like social media
3. If you can, being out and about where there are other people to meet

Once you have figured out the method or the methods, the next part is actually going to require that you do something, **an activity or activities.**

Results are Created

By doing activities that are known to create results

These activities need to be tracked so that you can see what happens when you do the activity or activities over time.

Tracking this information will allow you to see how your way of doing things creates a result works.

Many people end up spending time doing activities that get them nowhere.

Methods to Approach Others

By doing enough activities that are known to create results, you can get the results you want

Michael Dimucio's favorite approach

<https://youtu.be/EIVqq5N3b6s>

Contact & Invite: a Direct approach with planned contacts.

Planned contacts are people on your **Contact List** that you've identified as Entrepreneurial, Influential and Resourceful.

The approach 'script' involves 3 components:

1. My Motive (personal reason for reaching out to them)
2. Their Motive (1-2 5Pillars reasons they may entertain a possibility to partner with me)
3. The Offer (the transition to request their HELP and engagement in becoming 100% informed to see if they can help directly or indirectly).

Sell the process of information, nothing else! If possible, leverage a product demo to pique their interest in going through the information.

Methods to Approach Others

By doing enough activities that are known to create results, you can get the results you desire

Bo Tanas's favorite approach

After a few minutes of relaxed conversation to establish some rapport, I ask 4 Questions:

What do you do for a living?

What do you like about it? Listen carefully to their answer - a Value of theirs (i.e. Good workplace. Helping people, Enjoyment. etc.)

What don't you like about it? Listen carefully to their answer - a Challenge (i.e. Not enough income. Not enjoying the work. Bad boss. etc.)

Are you open to looking at something where you can (their Value) earn good income while helping, (their Challenge) all in a stress-free, friendly environment with no boss?

Have a friendly conversation. Find out what's right for them, whether just the products or also earning income with Nikken. Give them what they want. Products? Set up a time to share the products if you have not done so. The business? Set up a time to share the many benefits of the business. Do an ABC whenever possible.

Methods to Approach Others

By doing enough activities that are known to create results, you can get the results you desire

Two of Madeline Zaworski's approaches

Is this a good time? How are you and _____? We haven't spoken in awhile and I wanted to catch up with what's happening in your life -especially over the occurrences since March 2020 and see if you might be interested in meeting or zoom connecting for an update in what I have come to appreciate after 23 years with Nikken might be of interest to you or someone in your family or friend who might be.....pause see what questions occur

Hi Joan....this is Madeline Zaworski. I am curious if you remember me? We met at a _____ or I was referred to you by _____ or I honestly cannot remember how we met but I have your contact information in my phone and notes that said, "I would be happy to meet when my life settles down a bit"and if you have a few minutes would like to learn more about you, where you are today, especially since the changes in the world since March 2020, what I do and determine if there is an interest for you or someone in your family, associations to learn more about?

Methods to Approach Others

By doing enough activities that are known to create results, you can get the results you desire

Ben Woodward's favorite approach

Listen first, then speak!

I love this approach most because it can significantly reduce or remove the fear factor out of approaching people. I want to know what their needs are, where their pain points are and what they are looking for in order to be happier.

So, by asking questions, being interested and authentic, and recognizing that this process doesn't complete in a single conversation or interaction, I build relationships so that when the time is right I can say, "Ahh. I have something for you that I know will help." And when that moment comes, they have an open heart to respond positively.

Results are Created

By doing activities that are known to create results

The Primary Activity of the Business

Asking people who you observe or know that might need or want what you are offering

1. If they would be interested in taking a further look, or
2. If they would be interested in taking a more in-depth look or
3. if they would like more information.
4. If they would like to learn about the technologies or business or benefits

ALSO

Providing people with information, answers, potential solutions, directions on what is available or what they are curious about or what has been determined because of your conversations and what they could do or gain.

Results are Created

By doing activities that are known to create results

The Secondary Activity of the Business

Probably the next most important activity is “follow-up”. This is the activity that will create most of the results you get.

The “follow-up” activity begins with anyone you have communicated with and on anything you talked about.

In our previous workshop Creating Your Story, creating a follow-up story is one of many stories you need to create especially since this could be one of your busiest activities, provided you get out and contact lots of people to begin with. It has been said the “fortune is in the follow-up”.

For me this was where I had the most fun and the key here was having something **New to talk about**, NEW, NEW, NEW and be positive and assumptive.

Results are Created

By doing activities that are known to create results

When you are getting back with someone you want to plan what you will communicate and plan the direction you will take.

If it is to get the order or fill out the application **you call with the idea that they have decided to move forward.**

Example: Hi John trust all is good

John: yes it's a great day.

You: Alright I'm logged on to the internet and ready to get you started. What name will we be using (or something like that)

From here you deal with what comes up. In most cases I have found it goes the way I directed it and that was based on prior conversations or many prior conversations.

This is a key activity to track and you will see a definite relationship to results.

Results are Created

By doing activities that are known to create results

The Other Activities of the Business

Now there are many activities that you do in the course of your day, week, month or life for that matter, some contribute to what you are after or help get what you want and some waste your time and don't help you at all.

The success of good management comes by knowing what works best for you based on your characteristics and conditions as we learned in the previous workshop.

With enough production and direct observation it becomes very easy to see what is working and contributing to the success or to the lack of success for that matter.

Now to play this aspect of the game is not difficult but it is classified as intelligent, as you will get to where you want to go much faster than by simply guessing what's going on.

• Some Activities That You DO

- 1. Phone calls
- 2. Texts
- 3. Emails
- 4. Letters written & sent
- 5. Ads placed # of
- 6. Presentations made
- 7. Follow up calls
- 8. Live meetings done
- 9. Zooms done
- 10. Invited guests
- 11. Actual attendees
- 12. Spontaneous talks
- 13. Prospecting time spent

The whole idea here is to track the activities you do by writing down and recording every day what you did.

Ideally we want to use a weekly time frame and create a weekly total for each category. I know that Nikken operates monthly for some categories but if you use a week then it is easier to see relationships of activity to results.

Also the shorter the period of time to evaluate, the faster you can correct something that is not working to your liking.

Example of Tracking Production

For any given week using phone calls as the activity

Weekly Phone Calls

Monday 10

Tuesday 12

Wednesday 4

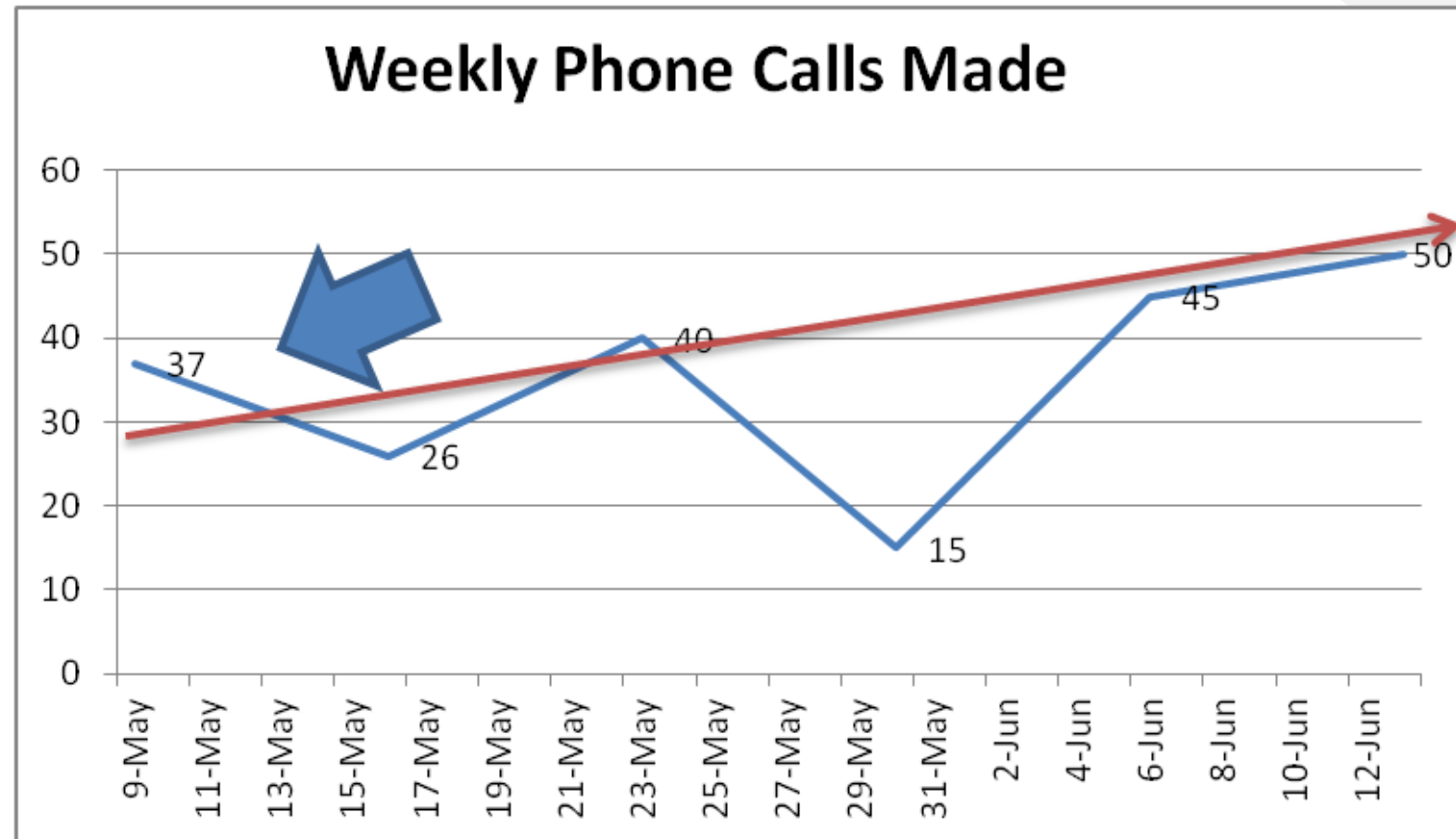
Thursday 6

Friday 2

Saturday 0

Sunday 3

Total 37



Example of Tracking Production

For any given week using Presentations made as the activity

Presentations Made

Monday 1

Tuesday 2

Wednesday 0

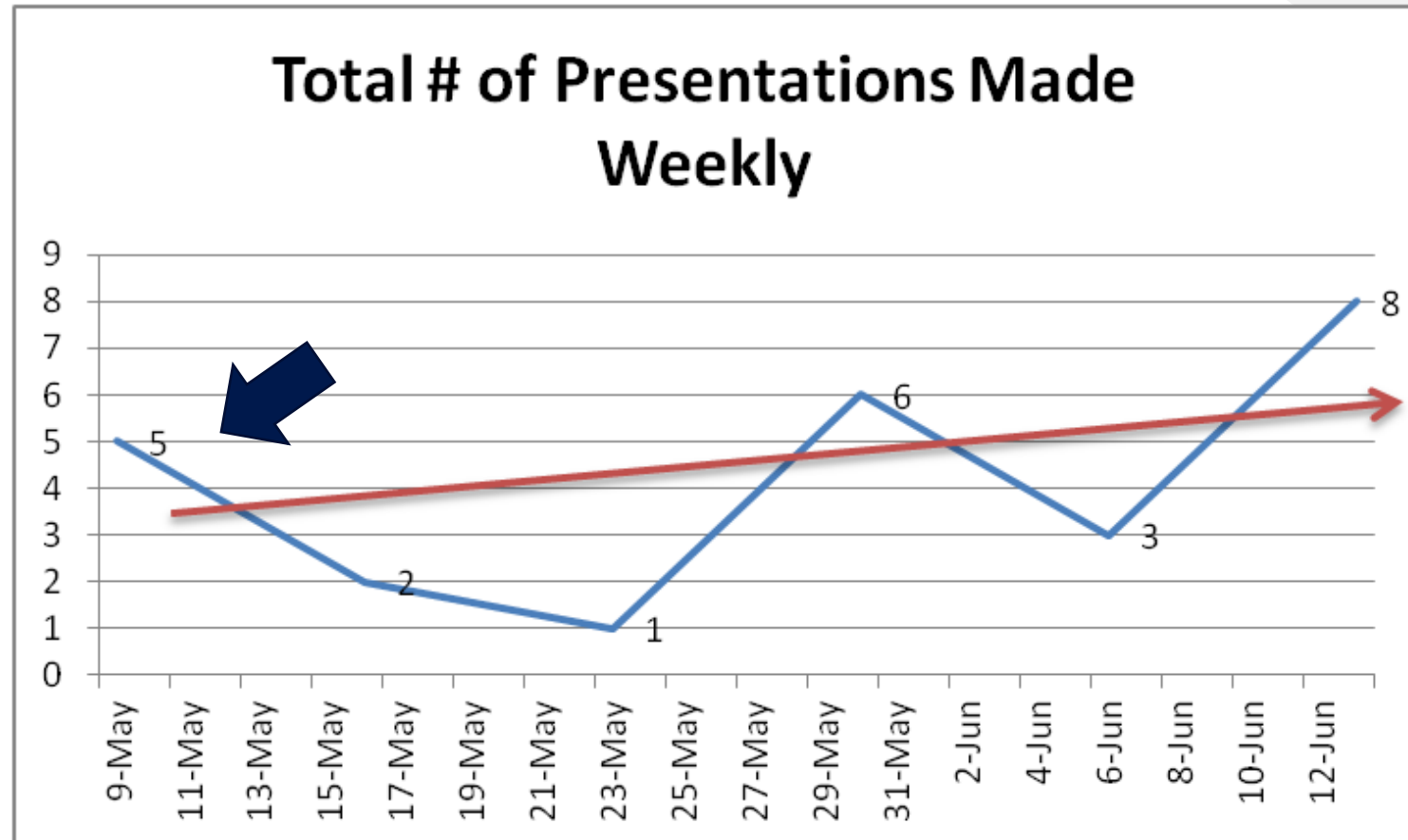
Thursday 0

Friday 2

Saturday 0

Sunday 0

Total 5



Results are Created

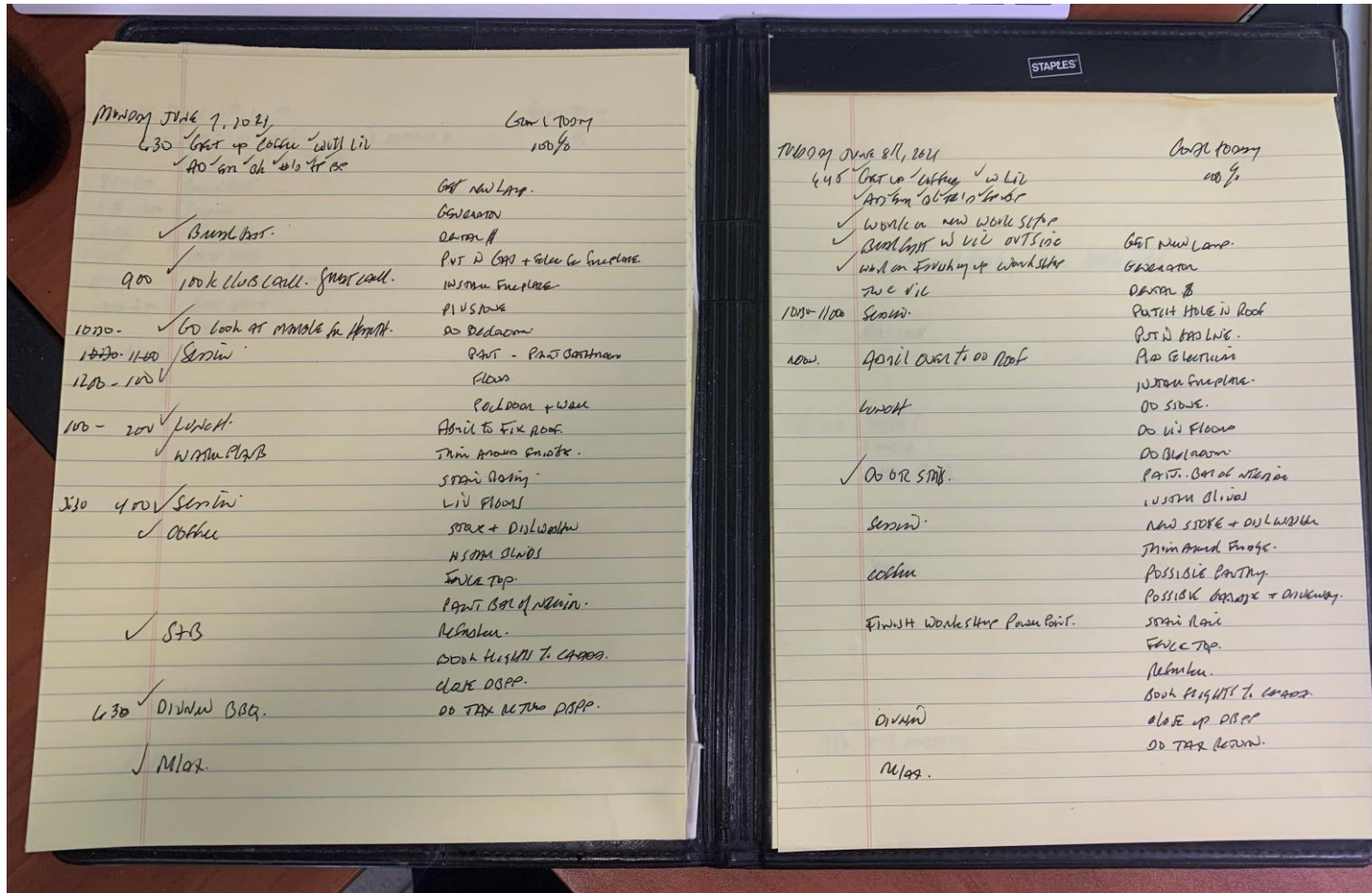
By doing activities that are known to create results

It's getting going and doing the activities that becomes your most important task. In The Getting Organized Workshop, point number 7, "**Orders**", must be given to get production started and as you are the BOSS and the one doing the activities to begin with, then you need to create a way to "give yourself the orders".

I found an easy way and method that I have used for 30 plus years in a daily planning system.

I use a typical 8 ½ by 11 writing pad that is inserted into a portfolio binder. The current day is on the right and the previous days, after being torn off the pad are on the left. I usually keep a months worth on the left and because my business is a corporation, I store all sheets as corporate records, as I can write down corporate directions easily. This is a legal requirement if you own a corporation.

My Daily Planner



Results are Created

By doing activities that are known to create results

Each day when I get up or sometimes the night before, I list out all of the **ACTIVITIES** that I **NEED** to do that day or that I **WANT** to do according to my plans and the strategies I have created for the current time period I am working on.

I also list out my **PROJECTS LIST** both now and well into the future and if something new pops up I make sure it gets written down.

As I start to work for the day I tackle one thing at a time. If it gets done I make sure it is ticked off and if not and needs to be rescheduled, then moved to another day.

Results are Created

By doing activities that are known to create results

The game to play, is to get everything on the list done today and then you can see that if you list all the activities that are required to reach a GOAL and you do them, you can reach the GOAL.

As an example after I went Diamond in 1996, I set a plan to go Royal Diamond. Each and every month I had a plan to reach Royal with a complete list of activities that needed to be done in order to reach my goal.

By following my plan and giving myself the orders to do the activities after two years I completed all the activities and reached the Goal of Royal Diamond. The key here was doing the activities that are known to create the results and manage the effectiveness of how I did them.



How to Know What Works Best for You

Management or Being the CEO

Smart Networker Basics

- Could be defined as evaluating what has been produced or not produced
- An activity that coordinates activities to be done to change or improve results
- Looking for solutions to problems, situations, growth and stability
- Strategy and Planning on what to do or what to improve or what to correct.
- Creating viability, profitability
- Working on growth and expansion
- Knowing what works and what doesn't

Results are Created

Based on How You Do the Activities that are Known
to Create the Desired Results

In the previous workshop **Creating Your Story**, it was mentioned that once you are in, it's no longer about you, but it is all about those that you communicate with, their interests, their needs, their desires, their problems.

Your role, as you also learned, is **to find others to play as this is how the Business works, when others play with you either as customers or business partners.**

Results are Created

Based on How You Do the Activities that are Known to Create the Desired Results

Now you can use all kinds of “Hocus Pocus” to make yourself feel good but the bottom line is results are created by decisions, followed by doing activities and nothing else.

You can go sit on a mountain top and dream about all the wonderful things you want and that is fine but then you must DO, DO, DO, DO, DO, DO, **GET IT**

If there was a secret then it is on **HOW WELL YOU COMMUNICATE WHAT YOU HAVE TO OTHERS, SO THEY BUY YOUR PRODUCTS OR JOIN YOU IN THE BUSINESS.**

Results are Created

Based on How You Do the Activities that are Known
to Create the Desired Results

Once you engage in an activity there is going to be time and an amount of, or numbers of, that determines or contributes to results or no results.

Results may lag behind activity and in some cases way behind or not at all.

Results come about by successfully applying the activities of our business that are known to create results. **DON'T WORRY ABOUT RESULTS, FOCUS ON ACTIVITIES**
When they create results, FANTASTIC, now look at what you did to create them, GOT IT.

Results are Created

Based on How You Do the Activities that are Known to Create the Desired Results

So you could go out and talk to 20 people, make a number of calls and do a number of presentations before you get a sale or get someone to join you in business. Or you could sign up the first person you speak with.

Now then, what does your future hold in store for you. By tracking this activity and comparing it to the results and then practicing and doing more one could expect to become better and get even better results.

The key point is **ACTIVITIES CREATE RESULTS WHEN DONE SUCCESSFULLY AND IN SUFFICIENT QUANTITIES OVER TIME.**

Results are Created

Based on How You Do the Activities that are Known to Create the Desired Results

As there are many activities that contribute to your results, it is more than likely that **more than one activity** contributes to a given result.

To sell a product, you need to make a list, make calls, send emails, make appointments, make presentations, do follow up calls and ask for the order and probably more than once.

Your objective is to do, then evaluate how you did, then better what works and decrease what doesn't constantly or until you have mastered what you do and even then you will from time to time evaluate and tweak as necessary.

Results are Created

Based on How You Do the Activities that are Known to Create the Desired Results

You have a plan and you go about **doing as much as you can**. Track what you do and then in specific periods of time, evaluate the relationships of all activities to all results.

You will then see what works and what doesn't work, and it is these relationships that tell you what works best.

These relationships tell you where to improve and do more of or where to slow down and do less of.

Results are Created

Based on How You Do the Activities that are Known to Create the Desired Results

Based on observation and experience there are as many different ways of doing the activities of the business as there are people doing the business.

The key is to understand WHAT THEY ARE, then figure out how you do them, then practice and evaluate.

If we look at the examples for the approach by myself, Michael, Bo, Madeline and Ben, at the end of the day we were all doing basically the same thing although in our own style so to speak.

This then is a key point especially when you listen to others and their results.

Results are Created

Based on How You Do the Activities that are Known to Create the Desired Results

You learned in the last workshop that circumstances and conditions of individuals contribute to this. A doctor who is involved has a constant flow of patients and based on observation and communications can easily find out what's needed and or wanted and then get the task done.

Now if you are not a doctor, then you have an additional step and you can learn from what the examples have demonstrated to make this work, and see if any of those approaches work for you.

By doing lots of any activity you become very proficient.



YOU NEED TO KNOW
WHAT YOU WANT SO
YOU CAN PLAY THE
RIGHT GAME

Create the Right Game

By understanding what needs to be done to get what you want

This is the Key to success.

Doing the activities that create the results, that then allow you to get what you want.

How important then is it to know what you want.

How important then is it to be with the right company or culture or business that supports this focus

What are the key activities of the company you represent?

PRODUCT SALES, DISTRIBUTOR SIGN-UPS, TRAINING

What do PRODUCT SALES, DISTRIBUTOR SIGNUPS AND TRAINING create?

Emotionally and tangibly

Income	Joy	Sense of helping others	Satisfaction	Growth Potential	
Solutions	Gratitude	Fulfillment	Relief	Physical Benefits	Skills

Create the Right Game

By understanding what needs to be done to get what you want

So the right perspective is to understand what makes the company work and then *obviously you do what you need to do to follow in their footsteps.*

With increased success in product sales and business development, your choices increase as to what you are able to do, who you are able to help and the overall effect you can have on helping others.

With increased success you get more of what it is you want as well, no matter what that is or how you define it, **IF THE ACTIVITIES YOU DO CREATE THE RIGHT RESULTS AND IF THESE RESULTS GET YOU WANT YOU WANT.**

Create the Right Game

By understanding what needs to be done to get what you want

Nikken became my main activity for financial and economic support. My success has allowed me to do many other activities that I wanted to do, that helped fulfill my purpose and get what I wanted.

Like many other areas of endeavor, Nikken can become a wonderful “career” or more specifically a wonderful “way to live life” while engaged in getting what it is you want.

The amount, will be based on the degree of success you create. **If you are going to play, then give it your all and play as hard as you can.**

Create the Right Game

By understanding what needs to be done to get what you want

By observation doing Nikken is like any other business, in that if you can't pay the bills from being involved, you more than likely are not going to remain involved or active unless you are financially stable and don't need the income.

By observation if you don't pay attention to **what needs to be done**, and **focus on DOING** that, you can loose interest, go broke or worse become disaffected.

Create the Right Game

By understanding what needs to be done to get what you want

By observation the activity of doing Nikken costs money and you can easily spend more than you make, if you don't understand what to do.

By observation you won't talk about what you don't understand.

By observation you won't do what you don't understand.

Take the time to learn as much as you can, find a good mentor, stay inside the business for help and work like crazy.

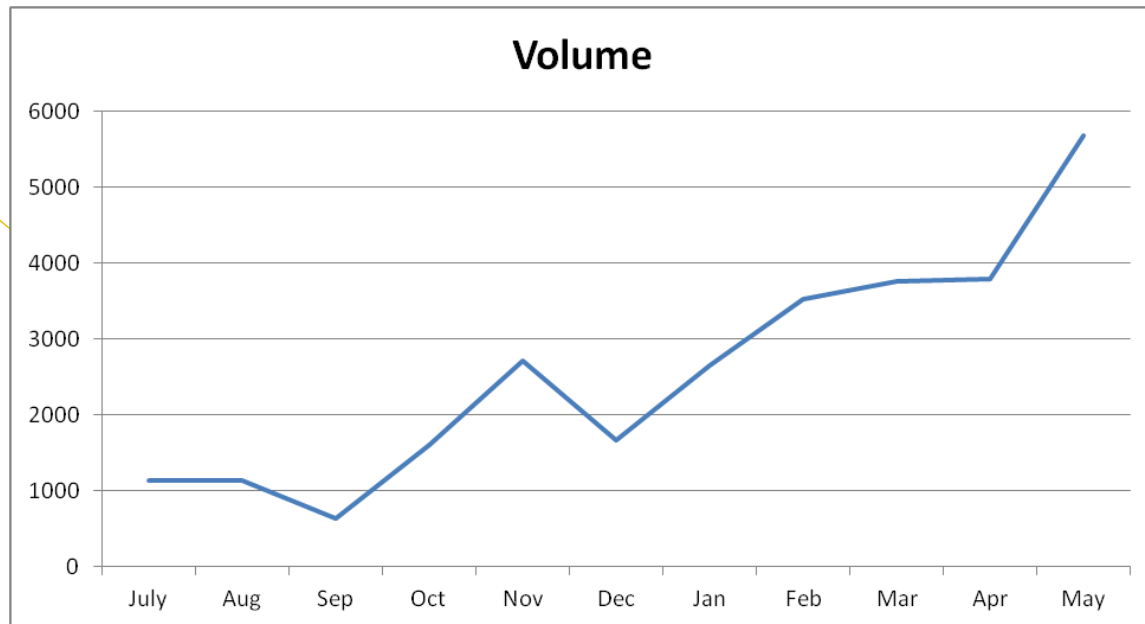


An Example and Case Study of Tracking Production and Results

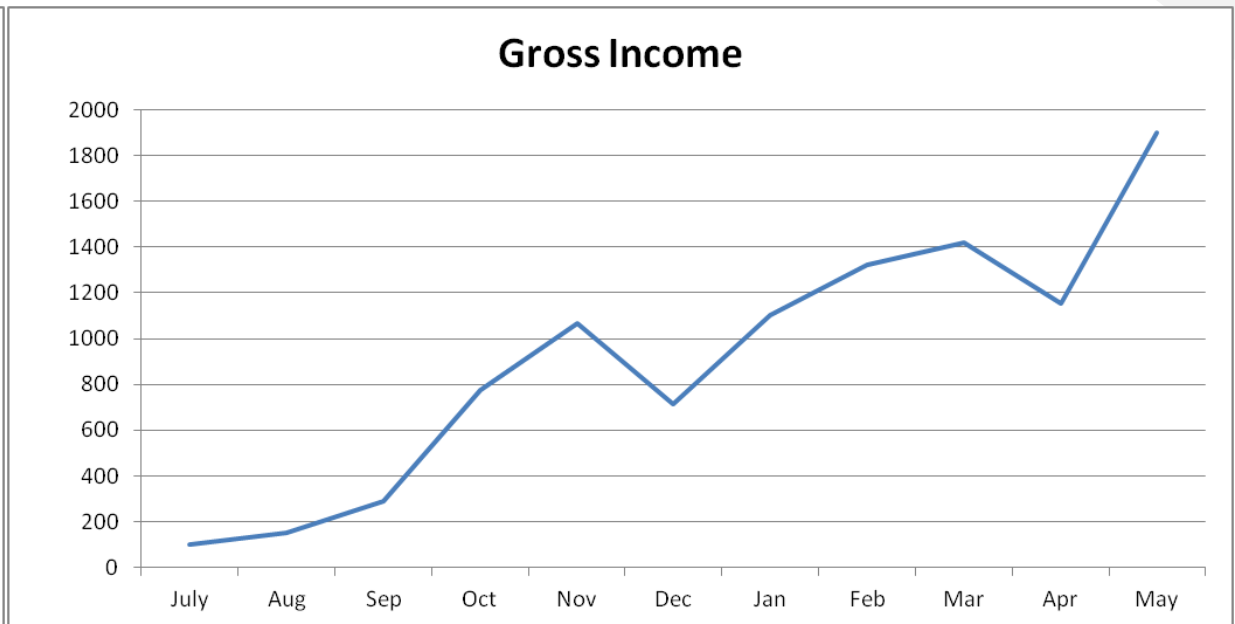
Production and Results

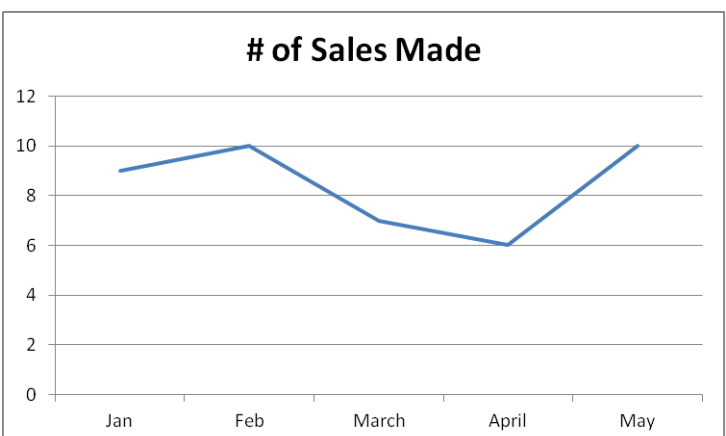
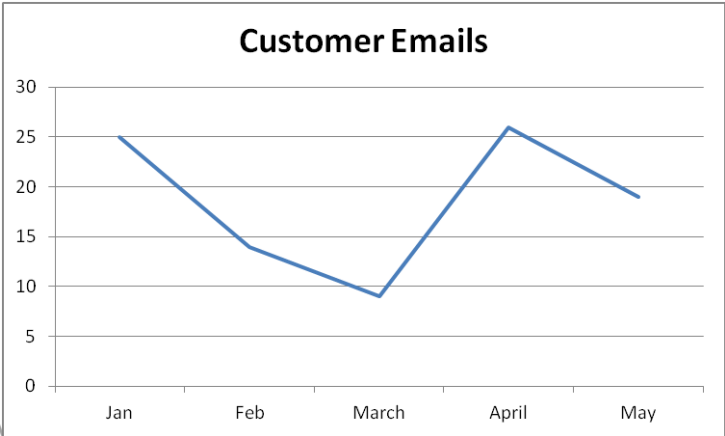
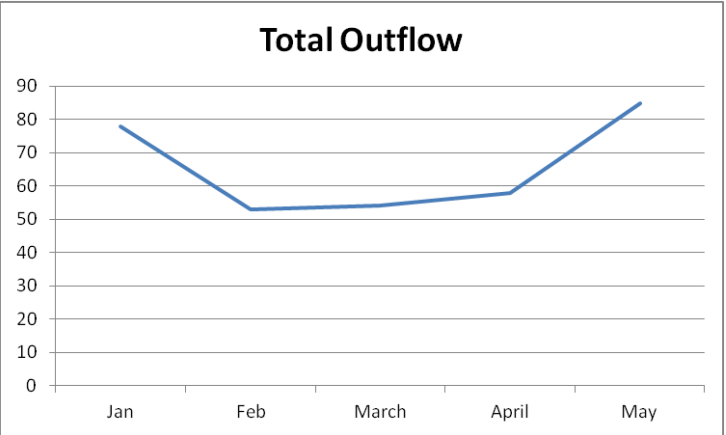
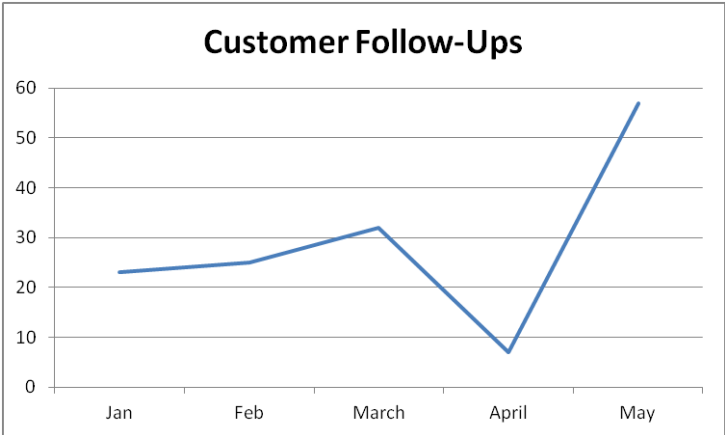
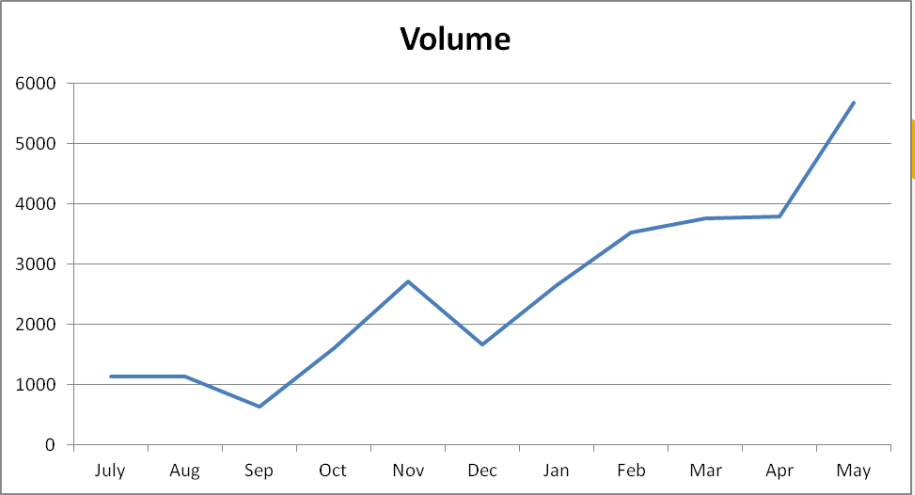
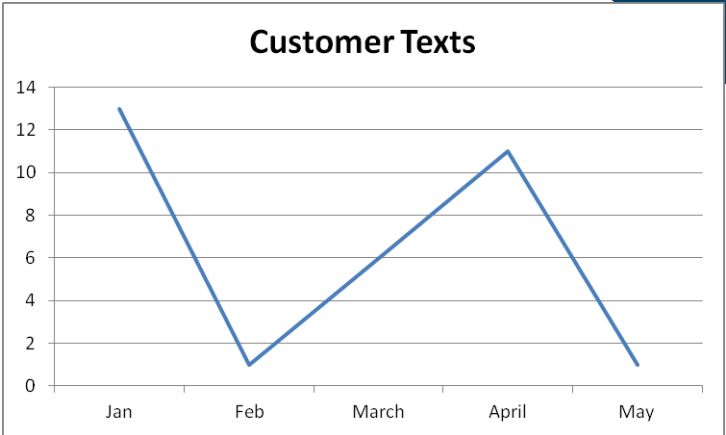
By tracking one's activities/production, and comparing that to results one can easily see what works

Monthly Volume



Monthly Income





Comparing Activities to Results

By monitoring your activities you will be able to see what works best, what you can improve and what you can get rid of.

There are a number of “LOOKS” we can get from the preceding graphs of production in relation to results.

The first thing to look at is the TREND. Is it up or down? What graphs look similar?

Is there any lag to a similar graph, in other words does there appear to be a pattern in a previous time frame that is showing up in a current time frame.

Can you see activities that lead to other activities that contribute to a result.

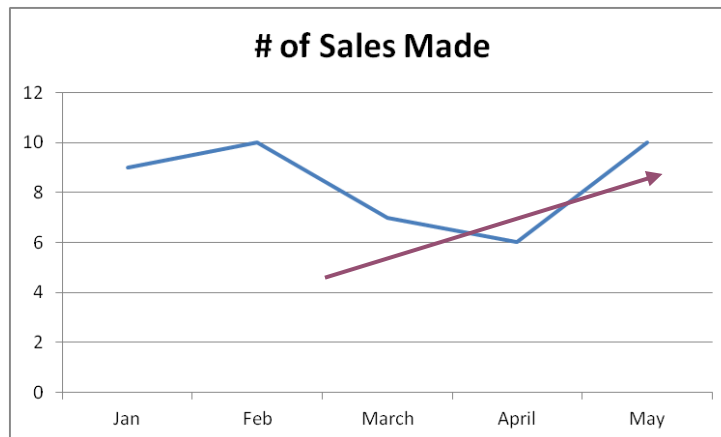
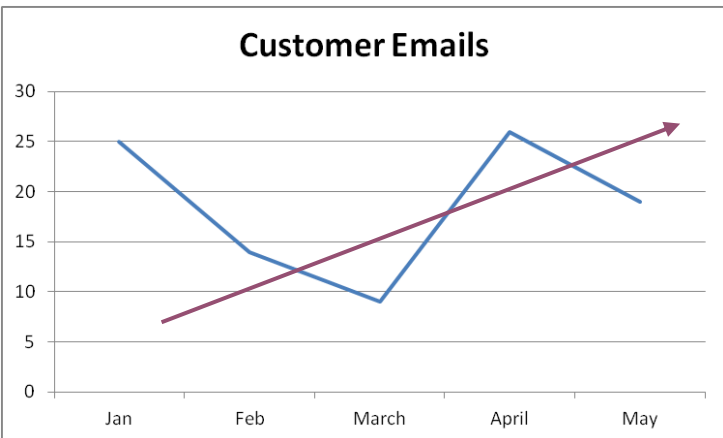
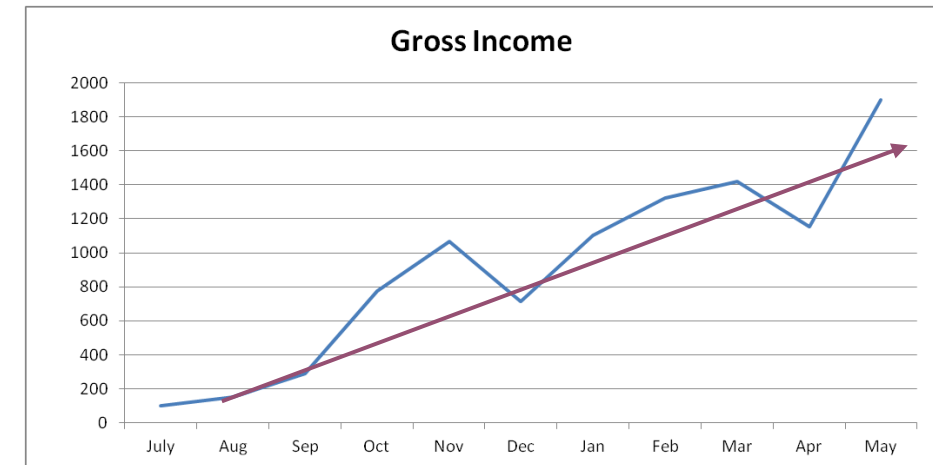
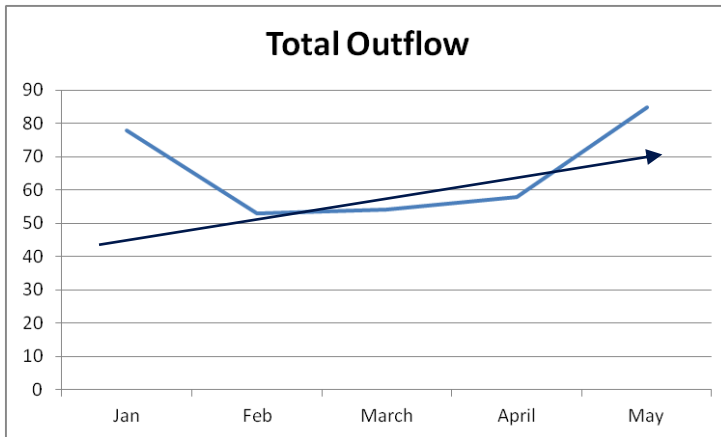
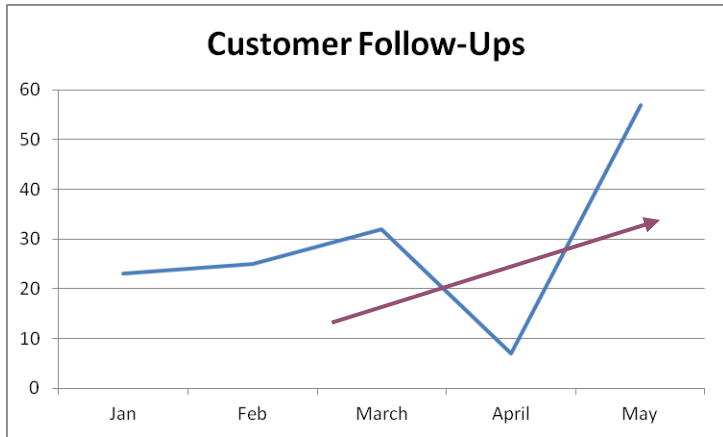
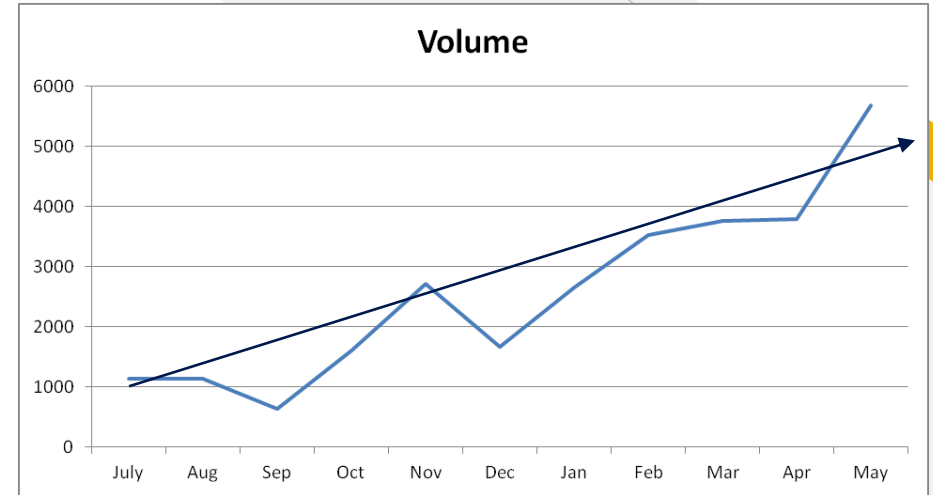
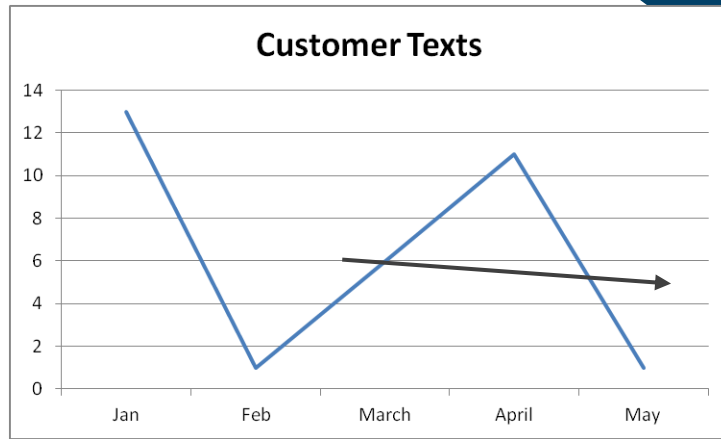
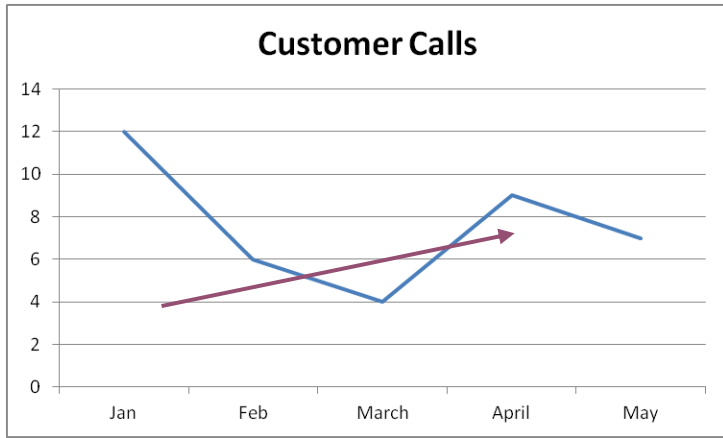
Comparing Activities to Results

By monitoring your activities you will be able to see what works best, what you can improve and what you can get rid of.

You can make contact and presentations today that don't become a sale for 30 to 60 days from now or they may never become sales.

The overall objective here is to be totally engaged with what you do, make it fun and rewarding and play as hard and as smart as you can.

There's nothing like spending most if not all of your time on activities that work and create results. When you do this, you end up getting what you want, and that apparently is the objective.



Summary

The key to Success is based on what you do

- Workshop # 1 Get Organized
- Workshop # 2 What do You need to Do
- Workshop # 3 Create Your Stories
- Go to Work
- Workshop # 4 Monitor your Activities
- Next Workshop The Nikken Compensation Plan coming soon



Dave Rolfe

rolfeman@earthlink.net

Phone 617-388-9109

Website daverolfe.com