



SKILLS

THE NECESSARY SKILLS TO BEING SUCCESSFUL

DEFINITION OF SKILLS

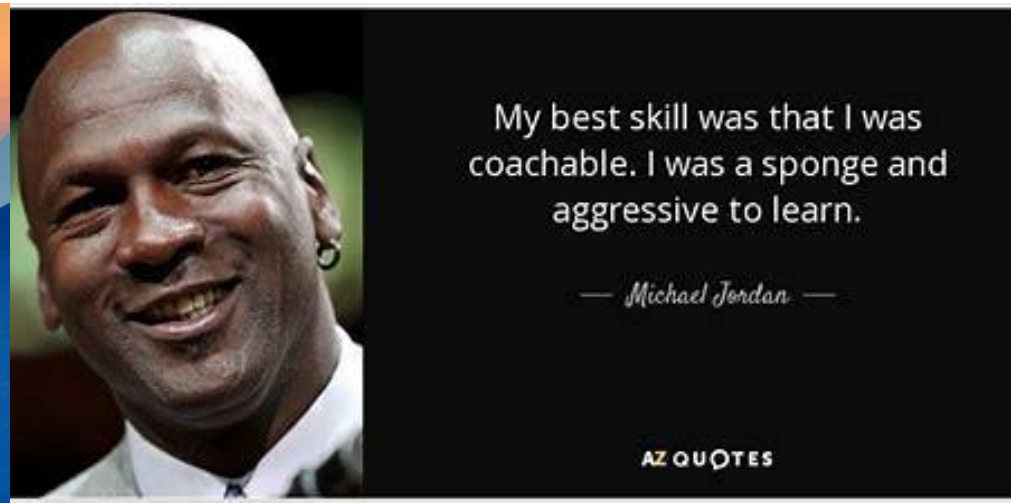
Skills: The ability to use one's knowledge effectively and readily in execution of performance; a learned power of doing something competently, an ability



Desire



Willingness



Coachable

NECESSARY INGREDIENTS

EXPERIENCE

OBSERVATION

APPLICATION

I was very fortunate as I had a lot of schooling in sales and learned many skills that I brought to the picnic and was able to utilize. Now it still took time and did not happen overnight but because of these skills and learning what to do, success eventually happened.

What I want you to learn are the concepts of workability related to how this business model actually works and what the skills are to making it work, not what someone did specifically, like myself.

Once you learn these then you can apply yourself and get what you want. My way was mine based on who I am , my education, what I was exposed to, what I learned and what I did. You are you and trying to do what someone else did can be difficult. If you know how it works, you can make it work.

SOME IDEAS TO GET YOU STARTED

When I started I went full time and in hindsight this was a smart move as what was accomplished in 4 months others took way longer and some never got there.

What happened; was the activities happened quicker and there was less time in between to screw things up, results came quicker.

Now part of this decision was based on my circumstance and the lack of other choices available. But again what happened was an increased momentum with results happening faster and compounding faster and therefore the target was reached much faster.

This is important in terms of the concept of working at this. The speed of one's activity will determine the outcomes and results.

WHAT IS THIS BUSINESS OR WHAT IS NIKKEN

“Nikken is a business that develops and distributes healthy lifestyle products through a network of individuals, Independent Distributors, in many countries around the globe.

Nikken created and provides a business model and a platform which allows individuals to represent and distribute these products including developing groups and teams who also do the same and earn a living based on one’s personal objectives, time and schedule.

The potential benefits for being involved are without question, truly fantastic, and for the most part not usually available for those that work for others at a job.”

THE REASON

“The reason I’m telling you this is that I have made a bit of a career change based on the incredible potential and to improve my financial condition.

As a matter of fact I have never been as excited about doing something like I am with this and in doing my research and homework thought that you might like to learn along with me.

Would you care to look with me?”

WHY WE CONTACT OTHERS

The whole reason we contact others is to engage in a conversation to find out what they need or want, in relationship to what you want to present to them; either a **product solution** or a **business solution**. We do this because we either want them **to purchase a product** or **join us in business**, period. Unless you can read minds, then we need to find out who is interested the old fashioned way and that's not a text, although for some I'm sure it could be and it's not an e-mail although I know some have tried.

I suppose you could write someone a lengthy letter but typically the best way is having a personal conversation either in person or electronically, phone or ZOOM.

WHAT IS IMPORTANT ABOUT WHAT YOU TALK ABOUT

It is important to understand what is available and what can be accomplished when talking about this company and business model to others and why you want to be prepared.

Most people don't truly understand what the Nikken model is, just as they would not know all the workings of the stock market or the automobile manufacturing businesses.

Unless they have been or are involved with these businesses, their work would not be easily understood without the right education, understanding or experience. Well, we are no different, and it's in how you talk about it that opens the door and this makes all the difference on what will happen.

WHAT IS THE PROCESS OF THE BUSINESS

The process of the business is quite simple but relies on very specific skill sets to make it work properly, and for one to be successful.

This process is no different than any other business that relies on specific skill sets to make it work.

If we look at the business of Internet marketing using technology as the method one must have a knowledge and understanding in those areas in order to use it and be successful.

If one wanted to do that as a business then he/she would need to get schooled to be able to deliver the services that his clients would be interested in. This is true everywhere products or services are being sold.

WHAT IS THIS BUSINESS ALL ABOUT

Success then is based on **learned behavior** and results are based on **doing the activities** that are known to create such results and skills are developed by applying the knowledge and doing the activities **over and over** until one is 100% confident and sure that in doing the activity, he gets a result.

If one wanted to be an electrician then he would need to go to school and learn everything he could that was needed, then usually do some form of apprenticeship and then go out and provide services to potential customers. So if a potential customer has a need what and how is this need going to be handled and taken care of? By someone competent and knowledgeable.

WHAT IS THIS BUSINESS ALL ABOUT

Now using an electrician might seem a bit unfair because the service and or work provided is almost a necessity in life and it's something that untrained or uneducated folks must stay away from as the penalty could be death.

But the point is this, with the right knowledge and understanding explained by a professional, makes it potentially easier to understand what is required to handle a problem or create a desired result.

The skills necessary to be an electrician are the same skills necessary to be a Distributor and a Business Owner.

THE FIVE MAIN SKILLS

1. **The ability to communicate**
2. **Listening**
3. **Persistence:**
4. **Organizing or being organized**
5. **Follow up**

ACTIVIES BECOME SKILLS

If we review how the business works from the previous lesson, it is when someone buys a product or when they join the business.

These results come about because of activities that you do or someone in your group does or many in your group do.

These activities can become valuable skills and when applied can create fantastic results.

Just like a well educated and knowledgeable electrician can create a very successful business by providing his services and skills to the community.

AN APPROACH

Here is a real example using an approach that kind of amplifies the previous statement and what can happen and does happen often.

I'm in a store and I just finished making a presentation when out of a side doorway a voice says ***“that’s the best presentation I have ever heard, is that the only product you represent?”***

Now that question was asked 46 years ago and a life long career ensued as a result. Now the next statement he made clarified the direction but it was made because he was confident in asking it and he recognized that the activity I was doing would work with what he was suggesting and involved in. He was focused and knew what he was doing.

EVALUATING INFORMATION

He then asked as his second question, “would you be interested in representing 100s of products.?” My yes answer was pretty quick and my evaluation was let’s find out about this, as it was INTERESTING, POTENTIALLY BENEFICIAL and I wanted to know more.

So here is the point, I’m sure he had no idea how I would respond and at the same time I had no idea he was going to ask those questions.

But I was interested because I saw a potential benefit that could help me get what I wanted which was on my mind and why I was doing what I was doing. The rest as we now know is history and Roy and I still speak on occasion and that’s another story. Beauty is in the eye of the beholder.

IN THE BEGINNING A DECISION MUST BE MADE

So activities create results and it is the right activities made by competent and knowledgeable people that seem to create the greatest results and how do they get there, practice, practice, practice.

Making a decision is the first activity that needs to be done and the decision will usually come after the information has been presented and it is understood, evaluated and compared and identified as the solution to a problem, situation, desire or a need.

Conclusions or decisions come about after information has been processed and understood which means in this case after someone presented an idea to be decided on. Should I look or not, Should I follow through or not.

WHAT IS THIS BUSINESS ALL ABOUT

The success in this business depends on the people in your group and what they do in terms of product sales and signing up other distributors.

As mentioned beauty is in the eye of the beholder, therefore, the information you provide better be dam good or important because when it is directed to the right person watch out.

My success in the business can be attributed to a number of things I did, I played the game to win, I did what I was told to, I applied what I learned.

What I learned the most is that results happen because of activities and lots of results happen because of lots of activities and when you do lots of any activity you develop skills and when you apply those skills you get more results. That's the true magic of success.

DESIRE, WILLINGNESS AND COACHABLE

So what were the actual activities that got the job done and what can you learn from them.

First I made a **decision to play, to be a Nikken Distributor and do what a Nikken Distributor does.** I had no idea what lay ahead and I had no idea I would be set for the rest of my life, I had no clue to these eventualities.

Hey it's a journey and that was the fun part. But in the beginning and in speaking with my mentors my main questions were what do I need to do, how does this work and what else can you teach me.

I had the desire, the willingness and was coachable.

WHAT IS THIS BUSINESS ALL ABOUT

With my prior experience and after getting a quick education from my upline and reading what was available, I created a list and had 7 people named, 5 bought the pack for 500 and two were not interested. My approach was; I found a hot deal and would like to share the information and I think we can make a ton of money. (TEAM APPROACH) My presentation was my story which at the time was exactly where I was at and it was the truth and it was about my circumstance and it related to those I spoke with because I knew they had similar circumstances. Now unfortunately none of these guys that bought the packs did anything but the next three number 6, 7 and 8 did. George, Howard and Chuck.

WHAT IS THIS BUSINESS ALL ABOUT

I was totally focused on one thing in the first few months and that was building a team, and creating enough volume that would pay me my cost of living and then that's all I **WANTED**.

I studied as much as I could to learn how the business & products worked and I spent the rest **talking to anyone I could talk to**. This was a practice that I had learned from other endeavors and this was so important and was a **skill** I had developed.

I was so focused on making this work, I didn't realize till much later the significance and importance of that work and how it defined my entire future. This then becomes another important skill, the ability **to stay focused**.

WHAT MUST ONE DO IN ORDER TO BENEFIT FROM BEING INVOLVED

In the last lesson we learned that the business works when someone buys a product or when someone joins you and does what you are doing or at least similar things.

We make these two events happen by locating individuals to communicate with about what we have to offer, either a product to resolve an issue or provide a benefit or an income solution that opens up the door to a work solution that may be of interest and create a benefit that is wanted.

How do we do this stuff and what skills must one have to make this journey easy.

How do we learn these skills especially if they are not natural

WHAT YOU DON'T KNOW CAN KEEP YOU FROM SUCCESS

Most people don't have clue about how this business works or how they can make it work and what all of their options are.

People also don't really know how to look at a business to understand the merits it offers and how it could benefit them.

The internet and social media can be quite opinionated and as a result paint a picture that doesn't give the opportunity justice.

I was checking out another business someone referred me to, I was curious. I watch a negative video by someone who only put in a small amount of time.

Now due to my experience I saw he didn't do what was required and then quit and now he is an expert on why it's no good.

That's a problem and gives a bad view, and is not really the truth.

THE TRUTH

What I know to be true is that you won't do what you don't understand or know much about and that won't create the desired results.

What I know is that you won't talk about what you don't understand or know much about and therefore no one will buy what you have or join you either.

As what we do starts out by communicating to others you can now understand what happens if the above circumstances exist.

Not much of anything, there is no communication.

WHAT PEOPLE DO

I also know that when people see that they could get what they want by doing this business they usually join.

I also know that people join because they are interested in getting the benefits even if they are potential benefits at first.

I also know that if people understand what they need to do to get the benefits and the skill set is familiar they proceed forward.

I know that the reason people do this is to get something they want.

SOLUTIONS

Therefore the directions become clear and are really quite simple.

Know and understand the following:

1. The benefits
2. The benefits
3. And don't forget----- the benefits

What are the benefits?

Here are a few I have identified

1. Be your own boss
2. Work from home

BENEFITS

3. Control the check book
4. Write off more life activities as legitimate business expenses.
5. Make travel a business activity and therefore an expense
6. Ability to create an ongoing residual income that lasts for decades
7. Choose the best times to work for you
8. Take off time when others can't, so avoid crowds.
9. Spend more time with the family
10. Unlimited upside potential
11. Now add in what you want to enjoy as a benefit and continue the list
12. Potential to earn more than you currently do
13. Less stress in what and how you do things

THE STEPS OF WORK

The business process is simple, the idea is straight forward and a big part of what most people do most of their lives anyway, work at something, a job or a business to go after the benefits they want.

You go to school and hopefully in that process figure out what you are going to do once you finish school. Based on our education system this is a very popular idea and very expensive these days.

We are bombarded by media and advertising that the good life is the way to go, with all the plush benefits

Yet sometimes the jobs we seek don't provide what Madison avenue is Promoting. This then creates a problem waiting for a solution.

WHAT DOES IT TAKE AND WHAT DOES IT MEAN

What is the game being played and how do you play in it and with it. It seems that if you want anything you need to hand over green pieces of paper. And where do these green pieces of paper come from? Well that answer could be it was given to you, or you went to work and earned it based on doing a job of some kind.

I think everyone gets this so the idea of doing something to get something is not unrealistic. The problem is in **the what to dos, the how to dos, the not to dos or the didn't dos** that people run into or were never made aware of, never taught and never learned.

A LOOK AT THE EARLY ACTIVITIES

If we look at the steps in the over all process, once we contact someone the next step is to go through the information, create interest and then get a result of some kind, product sale, distributor sign up, both or nothing. The faster these cycles are done the quicker the momentum generated. This activity is then quickly duplicated and the momentum grows even faster. The more people saw going on under them in their organization, the more excited and active they became and the larger their group became, and the quicker they got what they wanted. It is the development of those below you and many generations that creates this. This is how the business works the best. For those that didn't create depth missed this view and didn't last long.

ALL BUSINESS ARE TYPICALLY THE SAME

Showing this to others, how they could go to work I mean real intense work for a short period of time, and start generating what they wanted to get, became the method that generated the most results. Who wouldn't want \$10,000 per month residual income that could grow and was being created by helping others and living a very full and fun lifestyle. That is the reality of this business when you do the right activities in a sufficient quantity. This can happen and has done for many others. But at the same time if you don't do the right things you can end up making very little. Here's the good news you can control the activities and thus results.

WHAT ARE THE RIGHT THINGS TO DO AND THE SKILLS YOU NEED TO LEARN

1. Talk to others about our business, our products, our lifestyles, the benefits the fun, the enjoyment, the friendships. **Skill communication/persistence**
 2. Ask them what they want or need, what's important to them, what they like what they don't like, what they feel comfortable doing and what they don't want to do. **Skill communication**
 3. Listen for the information that they give back, especially for what they want. **Skill Listening**
 4. Create a solution that works for them based on their getting what they want. **Skill communication /organizing/follow-up/persistence**
- Remember what most everyone does most of their lives, work at something they **may like** or **don't like**, have to or don't have to, want to or don't want to.

WHO SHOULD WE TALK TO ABOUT THIS

I think you now know and understand how the business works and what needs to be done to get the desired results. It all starts when you have someone to speak with, an interested party and you find out what they want followed by presenting them a workable and understandable solution. The question here then is who might they be? So let's look at this in relation to the necessary skills and the potential benefits and what most everyone does, work for a living.

There are two main sources of people to talk to, your warm market comprised of those you know and have some kind of relation with and the rest of the world, people you contact somehow or by chance. You know what happened with me.

THE WARM THE COLD OR THE ACTIVITY

Now I'd like you to understand that either group can get involved, either group will buy products or sign up and become distributors, I know I have the real life experiences.

I also know that either group can say no and either group can tell you to take a flying leap. I know I have real life experience.

I also know that those that have said no can change their minds and say yes, I know I have real life experience.

From my experiences here's the bottom line some will say yes and some will say no but I don't know which will happen until it happens.

But I do know if you do the activities that are known to work you will get plenty that say yes, especially with the technologies and products we deal in.

LETS GO THROUGH THE PROCESS

You have made a decision to play and participate and do what is necessary

You know what you want, it's important and you understand what to do

You understand what that means in terms of the requirements/structure/numbers

You have created your approach and maybe several

You have developed your story that is the truth and based on what you want

You have your support materials and Up-line team/ Mentor and directions

Now what strategy are you going to employ both short term and long term

- Sell product

- Build a team

- Create a global distribution business

Start learning, applying, tweaking and growing. Never look back always look ahead.

THE NECESSARY INGREDIENTS

One of the most important pieces of information is that in order for you to succeed you need to have like minded people in your group that want similar things as you and it is their joining and doing the work that ends up helping to create your benefit.

In looking at the strategies at hand understanding this may help to see why some are not getting involved because the activities are not understood and one gets confused in thinking about what they need to do to be successful. They get stuck looking at the wrong stuff. Basically you are looking for a partner type and you really want to work together and you both are after similar benefits. Your role is to help them make this work and then you benefit.

STYLES VERSUS CONCEPTS

One of the best experiences I observed and consequently learned was that there are many ways to make this business work, just as there are people. As each one of us could choose what to do or how we understood what we were going to do to get the job done.

At the same time individual circumstances played another major role, like one's career, who they knew, their education and job experiences and as a result many different STYLES emerged and by styles I mean ways to do things or get the job done.

What happened next was that some of these styles became the methods of the day and this became an issue.

STYLES VERSUS CONCEPTS

Our industry and business became personality driven and individual styles became the ways to build the business but this posed a huge challenge as these styles for the most part were created based on that individual's circumstance, what they knew and how they applied what they learned. When others tried to follow it became difficult to get the same results as people were trying to emulate styles rather than understanding the mechanics of workability. We will get into this in depth in the next lessons as it relates to each of them.

Therefore whenever you hear of a "way things should be done" make sure that you first understand "what is being done" and if this is useful then add it to your knowledge base and if not get rid of it.

WHO'S RIGHT FOR THE JOB

It didn't take long to see and understand that not everyone likes the same stuff, does the same stuff, reacts the same way, works the same way all the time or at any time.

But what I did learn was that if an individual sees that they can possibly get what they want by being involved then usually they do and that then helped me get what I wanted. Therefore, finding out what is needed and wanted is the first thing you want to do and it's a key skill you need to learn and apply. When you find out what someone wants then help them get it and then sit back and enjoy the ride.

SUMMARY

What we do is provide potential solutions or ideas for the problems and desires with individuals we communicate with, who become interested because they believe that they can get a benefit or in other words what they want when they buy the product or do business with us.

What does a Life Insurance Agent do?

What does a Starbucks Franchise owner do?

What does a Financial Advisor do?

What does a Real-estate Agent do?

What does a good restaurant owner do?

What does any business owner do?

WHAT'S NEXT

Today you learned that success depends on skills and which skills need to be developed and how that gets what you want.

We also learned that what we do is not very different from any other activity one engages in to earn a living with the exception of control, time and benefits.

In the next lesson we are going to delve into the first of the five skills, communication and this will be more of a workshop type agenda where I will help you create the various areas you want to learn in terms of what and how to communicate and developing the scripts to learn and apply. This will be fun and very beneficial.

Now it's time to go build your business and get what you want.

HOW TO CONTACT ME AND OTHER POPULAR LESSONS

Other helpful videos on daverolfe.com

Plan and Strategy

Understand What You Have

Understand the Potential

What do You Want

Getting Organized

What do You need to Do

Creating Your Story

How to Know What Works for You

Understanding the Compensation Plan



Here's how you can reach me
Phone 617-388-9109 PDT
E-mail rolfeman@earthlink.net
Website: daverolfe.com