

What is the Potential

By definition potential means **something that can develop or become actual.**

Examples

The new technology has the potential to transform the industry

If he works the program, he has the potential to earn a good living

When he sells 10 systems, he has the potential to earn a nice bonus.

If he goes to the party and there will be lots of girls there, he has the potential of finding a girlfriend.

If he stands in line long enough and gets there early , he has the potential of getting a new I-phone at the special reduced price.

Individuals get involved with Nikken by buying products or becoming a Distributor based on the idea that they will get a benefit that is important to them and it is the potential of this benefit that creates the desire to act and the key is to find the potential benefit that is most important to them.

In other words find out what they need or want.

When we look at the potential of Nikken or anything for that matter there are several references that need to be looked at so that one can evaluate the relationship of the **potential benefit** to the effort and desire to do what needs to be done to get it.

The potential to make a good living

The potential to help lots of people

The potential to have fun and enjoy ones' efforts.

In other words, as individuals we compare the information of an activity to other relevant information and it must be important and meaningful and relevant based on the potential that the activity will give us and something we want.

Nikken is a potential solution to many different circumstances; need for income, need for relief, need for comfort, need for support, need to belong, need to be recognized, need to be appreciated. I'm sure this list could go on and on.

The Key is how do you relate the potential of what Nikken offers to the needs, desires and wants that individuals have. This is the key to getting results and signing up new distributors in your business.

To start we can look at the economic side of things as far as potential is concerned. Now we are not allowed to recruit using income but we can recruit using potential with out any promises or guarantees.

As an example. If you sold \$10,000 worth of product and the commission on that was 20% and the rebate was 20% on the CV of \$8,000, this would equal a total of \$3,600.

Therefore, the potential to earn \$3,600 is based on selling \$10,000 in product and earning both a commission and a rebate and you must be qualified to earn 20% and earn a 20% rebate. Now that is black and white. If you sold \$10,000 worth of Retail Sales and the commissions were as stated you would earn \$3,600, no questions, no variables the answer will always be the same if one does that kind of sales volume.

Therefore, **the potential** is there but the key to reaching that potential is making the sales and creating the volume. This then depends on other factors like work ethic, time, skills and ability, knowledge, drive, incentive, necessity, willingness and of course people to talk to that have a need for what you are marketing. Although the people part is important, that's always a given because it doesn't work at all if there aren't others who buy the products being represented. Therefore, it's those other things that become more important and need to be addressed.

The **potential is there** to earn whatever one wants but the key to that is how motivated are they to do the work because it is the right work that gets the job done. Now what if you don't know what to do or how to do it. Doesn't matter how much potential there is, unless there is a huge desire to go to work and learn what to do and then do it, nothing will get done.

So, a big aspect of learning here is knowing the value of the potential and knowing what needs to be done, the activities and then talking about that in a way that is understood and so that one can apply and do the activities.

Those that take advantage of the potential get the benefits of what that potential offers and works out to be. Therefore, in order to use potential, there must be a relationship to what one wants.

As an example, new technology has made it easier to climb Mount Everest and now more people are reaching the summit using this new technology. You have a family to feed and need to find a good job to work with, so do you care about this potential, probably not, however if you were a climbing nut then the potential of this new technology might cause you to take the next step.

Now let's look at a different example, one where the individual has been trying to make a good living and so far is barely making enough to pay for living expenses and pay off past debt and he wants to start a new family. Now he hears about a way to earn more than his current income and at the same time allowing him more free time to pursue other interests but not without some risk.

Now we have the potential of **more money** creating interest and peaking one's attention to a point of being curious, then possibly jumping in and moving forward. So, potential can play a role if the **potential shown is desired, needed and or wanted**. Does it fit and can the individual see and understand the fit based on who they are and what they want. Does the individual understand that he has to do certain things to make it happen and is he willing to do those things.

Let's look at another area like a benefit from the products being represented. We know then that one needs good water and minerals and hydration and the Pi Mag water system has the potential of providing those things if someone uses it, drinks the water and keeps in "a being healthy lifestyle," right.

However, what if the person being talked to has no reality about hydration, and drinking good water. So then does this potential mean anything? Remember information is as valuable as it can be related to other information. Therefore, we need to **create interest in the potential first** so that the person looking or being presented to can then **evaluate the information and understand the benefits**. But they must have the Ah Ha that the potential benefits are important and if so, then more than likely action will occur to get them.

What other potential benefits could there be?

Time freedom

Commute freedom

Spending quality time with family

Ability to travel on your schedule

Ability to work when you want to work

Be your own boss

Control the checkbook

Ability to expenses many life expenses as business deductions

What has to be done or what does one need to do to reach these potential benefits

Time involved or needed to make it work

What has to be learned

What does one need to put up with to get there

What one doesn't like to do but must in order to get there

What could be the costs involved to get started and how are these related to the potential end result and is the investment a smart move

All of these areas could be related to how the individual sees and understands the potential of what you are talking about or presenting.

It seems that over time the most significant potential was economically based, income. They joined to make extra income or lots of income. With income came the ability to choose what to do and when to do it and these can be important to some. With income came time freedom and the ability to control the check book, travel when one wanted to, and the list goes on and on.

But it was not the income that was giving the benefit but the results of the activities being done and what was being accomplished and these were in alignment with what the individual wanted when he joined. Therefore, the opposite is also true in that if one doesn't get the benefit desired they quit.

Freedom and this depends on their definition or the potential of time freedom for some was also an important potential. Again, if we compare being an

Independent Distributor to someone who works in an office for 8 hours a day with a lunch break and a couple of coffee breaks. Some hate this so the potential of not having to work like that but yet earning a good living could be appealing to some, not all but some.

The potential of long-term residual income was another. This could be expressed in many ways but how about working very hard for 2 to 3 years to have a residual income for life concept. Incredible potential that could interest some.

Obviously, the elimination of discomfort was a big benefit and with a good story then that potential became very important and one of the KEY pillars of workability and this can be both personal and third party. By third party I mean if this works then look at the potential of the Market Place. For example, the sleep industry is worth about 25 billion a year, now that's a lot of potential. Would you like a piece of that?

This all boils down to the person you are speaking with, their circumstance and what they need and or want. Then, how do you find out, and the answer is quite simple, ask questions. But the key here is you will only ask questions in areas that you know and understand feel comfortable talking about and willing to explore and discuss the possibilities.

Now they will respond to your questions based on their desire and interest to find out and then get the benefits and their understanding and value of the potential is going to be based on what they need to do to get these benefits and this is then a very much related to what they know and what they think they must do and where they are comfortable.

All of this depends on how well you present this information and their perception of that becomes belief so to speak. Your intention, your conviction then play an important role. If you are sincere and provide credible information that's not hyped up then they usually will pay more attention to see if they can get what you are saying because they want the potential that is available.

So, if you said to someone how would you like to earn 10K a month and the job required that you lived on an oil rig in the middle of the Gulf of Mexico for 6 months at a time, what or how do you think the majority of those you asked would respond.

So, in this example I would think that the majority would not be interested but another qualifier would be the people you are speaking with. Therefore, you also need to understand who you are speaking with in general so you can at least be in the same book to start. Getting to the same page and sentence may take some practice but in time it will happen. There definitely would be some that would love to do that job.

This then is the KEY to understanding how you make this work. You are looking for those that the potential of what you present is of interest and they are willing to do what is necessary to go after it. Their success is based on other things but that is what life is all about, a giant game with many, many options and potentials.

So, if I said to you, I want you to go out and ask people if they would be interested in making \$10,000 per month. Would you be comfortable doing this? Can you explain how they would earn this? Would you know how to answer if they yes or if they said no?

Once you have the potential idea then you can explore what is important to you. What do you want will then open the door to what you need to focus on? All of the information that I am presenting is important and you will need all of it to become successful over time.

Rome wasn't built in a day and by observation it takes time to make this work. We will deal with what you want in the coming lessons.

This then brings up what you need to learn and what you need to know and what you need to communicate to others. What questions do you need to ask etc,, etc,, etc;.

The first lesson was Understand what You have with the Nikken Opportunity and we scratched the surface on that. The current lesson is knowing what the potential is and as you can see there are many and it is these potentials that create curiosity, interest and action but it is all based on communication, asking questions and getting answers and narrowing it down to what is needed and or wanted.

Next lesson is on What do you Want. This is vital because this will define most if not all the activities that need to be done to get what you want and understanding the first two lessons will assist big time.

The next lesson after this is Creating your Map and Strategy. By observation success in Nikken is learning the right behaviors and doing the right activities in a sufficient quantity that will deliver results that create the success. It will be a great lesson.

Then it will be the Skills one needs to become real good at and there are several. The first and probably the most important is communicating skills because this in fact is really all we do communicate with others.

The next Skill is the skill of listening. I have some great stories on how listening created success and not listening caused disappointments and no success.

Then there is the skill of persistence followed by the skills of follow up. It is said that fortune is in the follow up and I agree.

All of these then are important and over the next few weeks we will learn them all but in the mean time you can practice and put in play what you have gained so far.

That's it for this lesson I will end off now for a Q& A.