



**YOUR ROAD MAP**  
**Plan & Strategy**

Todays Date

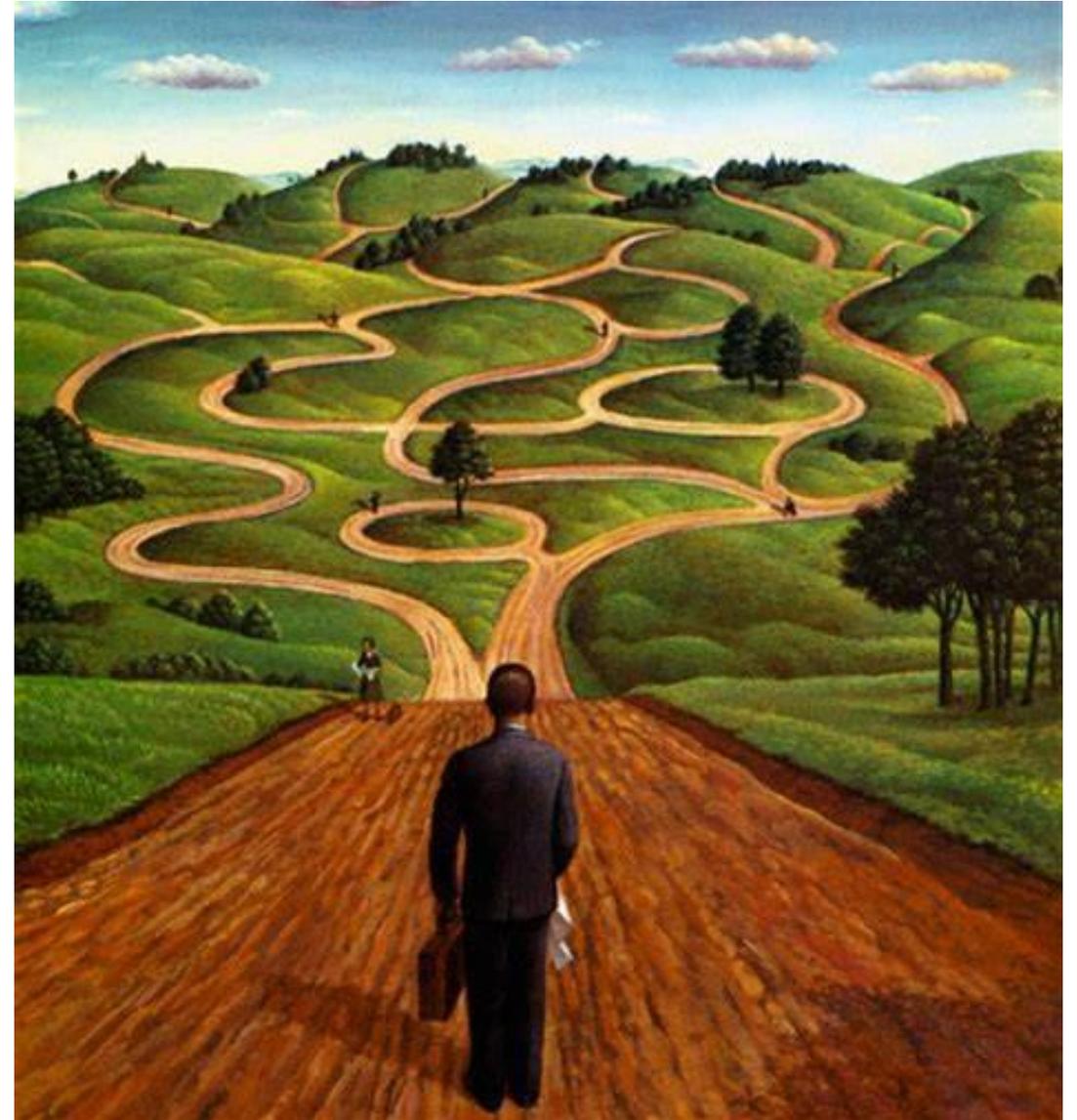
It's a **JOURNEY**

And it Starts here;

**Plan**; a drawing or diagram; a method of achieving an end; procedure; a detailed formulation of a program of action; goal; an orderly arrangement of parts of an overall design or objective. 

**Strategy**; a careful plan or method; the art of devising or employing plans.

Disclaimer : the content of this presentation is for training purposes only. All results are based on suggested activities and market conditions.



## What do You Want



Like an Architect would create a picture of what he is building, so must you have a picture of what you want so you can understand what needs to be done to get it



In the last lesson I forgot to emphasize that the way to get what you want is to help others get what they want by employing a plan and using a strategy of success that has been used since this Industry was created.

As we can see by the definition, a plan is a detailed method of achieving an end, a goal and the strategy is the Art of employing such a plan.

Today I am going to set up some ideas to help you do just that and in doing so provide you with more information to help you to get what you want in a very visual presentation.

## What is this anyway



Learn what to do then doing is easy.



The main reason most sign up(94%) and become a distributor is either to earn a primary income or extra income that potentially can grow into a fulltime income.

For those that work, they work because they need income to live life, that's the game being played.

Many are doing things that they don't like or are forced to do because they know no other way or other ways are cost prohibitive or they are misinformed.

When people really begin to understand this model they can become quite motivated to participate.

This is not a get rich quick scheme but a very unique business model that puts you in the drivers seat and with the right focus enables you to get what you want whatever that might be.

Its well worth the time and effort to learn all about this.



The Sky is not the limit it's the first step



The potential here is huge and keep in mind that Beauty is in the eye of the beholder. With

20 Business Builders in a group one can earn over \$5K

40 Business Builders in a group one can earn over \$10K

100 Business Builders in a group one can earn over \$30K

200 Business Builders in a group one can earn over \$60K

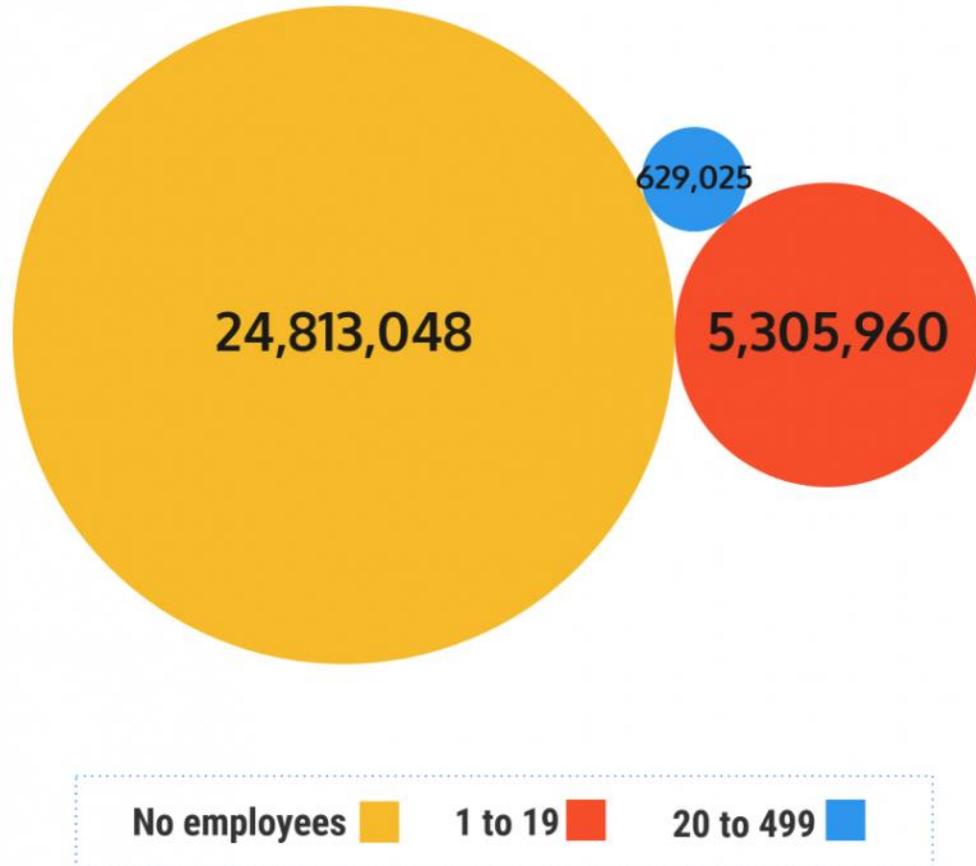
Our key products are focused on sleep tech, water tech, prevention tech and personal care tech. All vitally important and something everyone needs, top of the line.

This is not a business that needs proving, not at all, this is a business that has already proven what it offers works and is the best.

This is a business that offers freedom, control, responsibilities, fun and most importantly all the support and help you will need to get what you want.

How much do you want?

## Number of U.S. Small Businesses by Employee Size



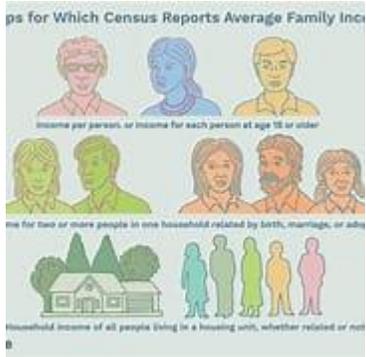
(c) 2020, Small Business Trends Data source: SBA

## What's the Market Place Potential

There are 31.7 million small businesses in the US. Out of which, 25.7 million small businesses have **no staff member**, and 6 million businesses employ paid workers.

There are around **14.29 million home businesses** in the US. Out of which, 1.44 million have paid workers, and the rest don't have any staff members, according to the Small Business Administration.

According to the Bureau of Labor Statistics data, **25 million people do part-time jobs** in the US. Some other common terms used for side business are side hustle, part-time hustle, second-job, and extra job.



### Average Income in 2019

The median household income was **\$68,703** in 2019, setting a new record. <sup>1</sup> It was 6.8% higher than the 2018 record of \$64,324. The median household income has been steadily rising since it was \$58,001 in 2014. The U.S. Census Bureau also reports the median income for each family.

## Who's Your Audience

Look at the average income in the US around \$70,000 and there are about 160,000,000 workers and of those 94% are working. Approximately 30% of those are self employed.

This information should help you understand what direction and what approach you need to take.

The key revolves around the benefits, the purpose and the integrity of the business and we happen to be one of the best in all those areas.

Check out your state to see what incomes are being generated. This will help in your plans and strategy.

# THE BUSINESS MODEL

*METHODS*

*INCENTIVES*

*HOW IT WORKS*

*YOUR ROLE*

*THE BASIC IDEA*

*THE START*

*STRUCTURE*

## Retail Sales



## Create a Team



## Serious Builders



These are the **THREE MAIN** areas of activity that need to be looked at in terms of how each plays a role in reaching the **GOAL**



# INCENTIVES

There are a number of Incentives that one can earn for specific results that are produced. These can add up and become a very important part of the plan.



## Sales Incentives



|                 |         |
|-----------------|---------|
| X4 <sup>+</sup> | \$55.50 |
| X4              | \$222   |
| X3              | \$111   |
| X2              | \$ 37   |

## Quota Incentives



**PURPOSE**  
is aimed  
nsultants  
significant  
for three  
onths in a  
ndar year.

**PERIOD OF QUALIFI**  
• Any 3 consecutive months during the whole year 2021  
• Example:  
• January, February and March  
• February, March and April  
• ...and so on.  
For the Club Kaii or Club Kaii Pro incentives, volume in a given month must be achieved in a single 3-month qualification period.

**REQUIREMENTS**  
• Accumulate the following during any 3 consecutive months:  
• 1. 1,200 PPV  
• Must achieve a minimum of 100 PPV each month during the 3-month period.  
• 2. 12,000 PGPV (At least 50% must be from retail PV)  
• Must achieve a minimum of 2,000 PGPV each month during the 3-month period.

**REWARD**  
• Earn 500 NRPs  
• Recognition during the CLUB KIIAI activities at all major events.  
Monthly volume applies to only one incentive unless otherwise specified.

## Travel Incentive

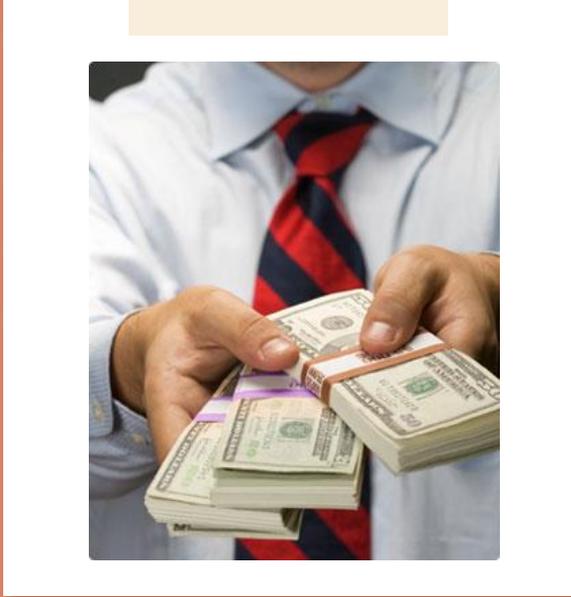


**Award**

- Recognition as a member of TEAM KAIZEN at all NIKKEN events, 50% discount on HBM ST and other big events organized by the company.
- TRIP TO HAWAII  
7 days and 6 nights  
Airfare for 2 people (Applicant & Co-applicant or significant other) from closest home airport to Hawaii.
- The trip will occur in September 2021
- Airfare coach class
- Consultants are entitled to receive only the highest incentive regarding Team Kaizen and Team Taishi.



## Life Style Bonus



## How Does the Business Work



## The Business Works When

1. someone buys a product or
2. when someone becomes a distributor and does what you are doing.

We are in the business of distributing healthy lifestyle products to individuals who want the benefits of using such products.

We provide solutions for people who want a unique way in earning an income or simply making extra money and for those who want to be involved with a worthwhile purposeful company.

We help people learn how to become business owners and teach them how to grow and be profitable.

What is your role or your job



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## What is Your Role, Your Job

1. understand how the business actually works
2. Learn everything you can about the business, the industry and the technologies
3. understand what you need to do
4. Communicate this to others

All results are created by either doing an activity that creates a desired result or by not doing.



Your job is to build a business made up of individuals that have similar objectives by distributing the products created by Nikken and who are willing to do the activities that are known to create results. They are out there in droves and once they understand this business model it is not hard to get your job done.

Generations

You

Or this could be someone  
you bring in, their group

1

2

3

4

5

## The Basic Idea

The idea here is to find people that have a serious want that is important to them and this idea gets them thinking that they can get what they want by joining you and building a business.

You help them succeed and create sales volume. Some will generate 5,000 per month in sales, some 100,000 per month in sales and everywhere in-between.

This unique business model allows you to become successful by helping others who want success.

The potential for an ongoing residual income is as large as your imagination.

Each person can create their own group and these groups can be large or small. You can build these groups down many generations below you and the more that join, the bigger they get and the more sales are made.

YOU



YOU



YOU



YOU



YOU



## The Start

Here you are

Initial goal to earn \$5,000 per month.

Where do you start?

What do you need to know?

What's first?

What do I need to do?

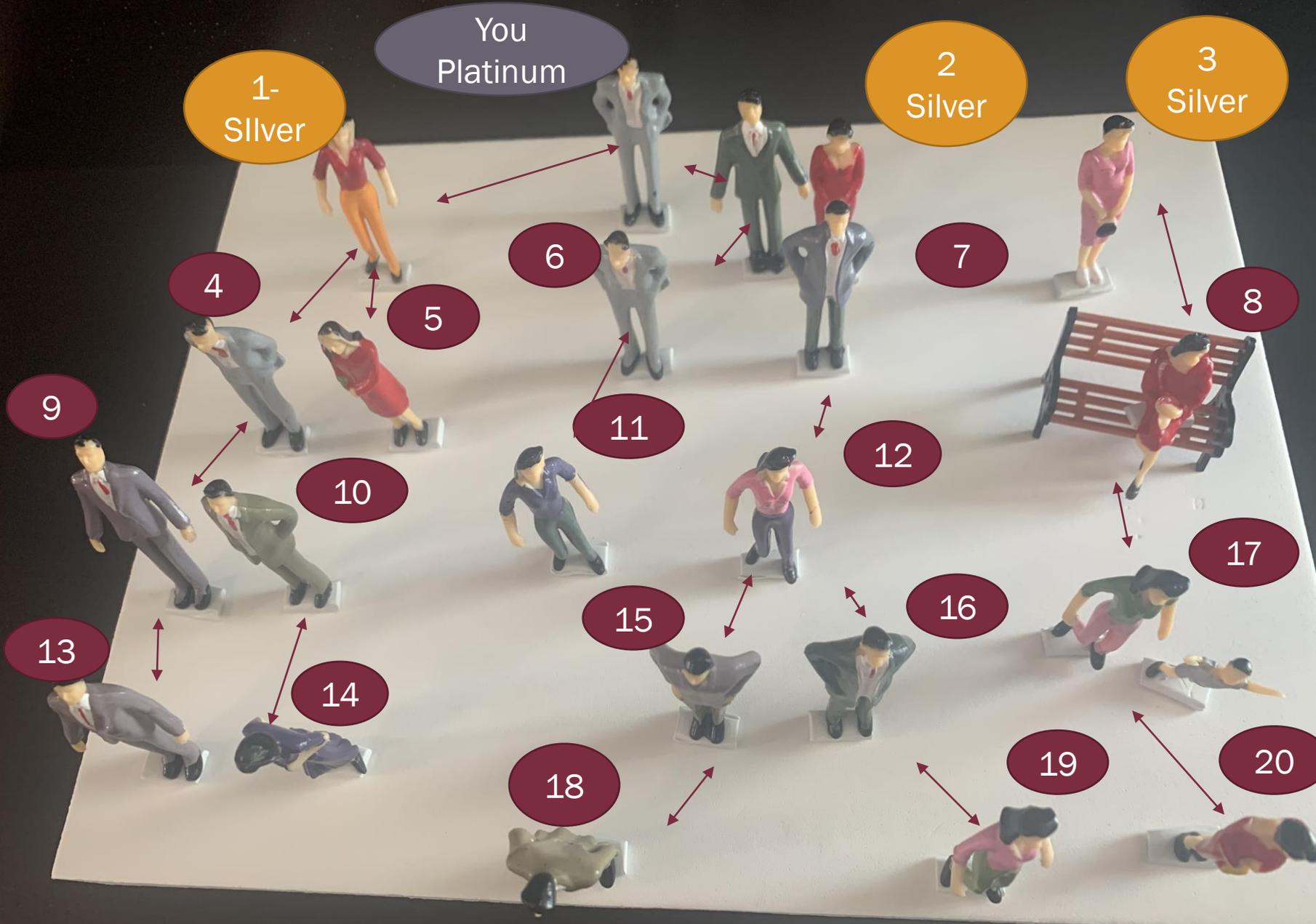
I've never done this before.

Remember you can learn and there is plenty of help and we have a proven track record.

Understand what needs to happen so that Nikken pays \$5,000.

We just covered how this all works and you earn by one of these ways, retail, rebates, leadership bonus and incentives.

Most benefits come from developing other successful Business Builders, therefore let's look at that first; a picture of you earning \$5,000. It will be followed by the various steps and activities that need to be done.

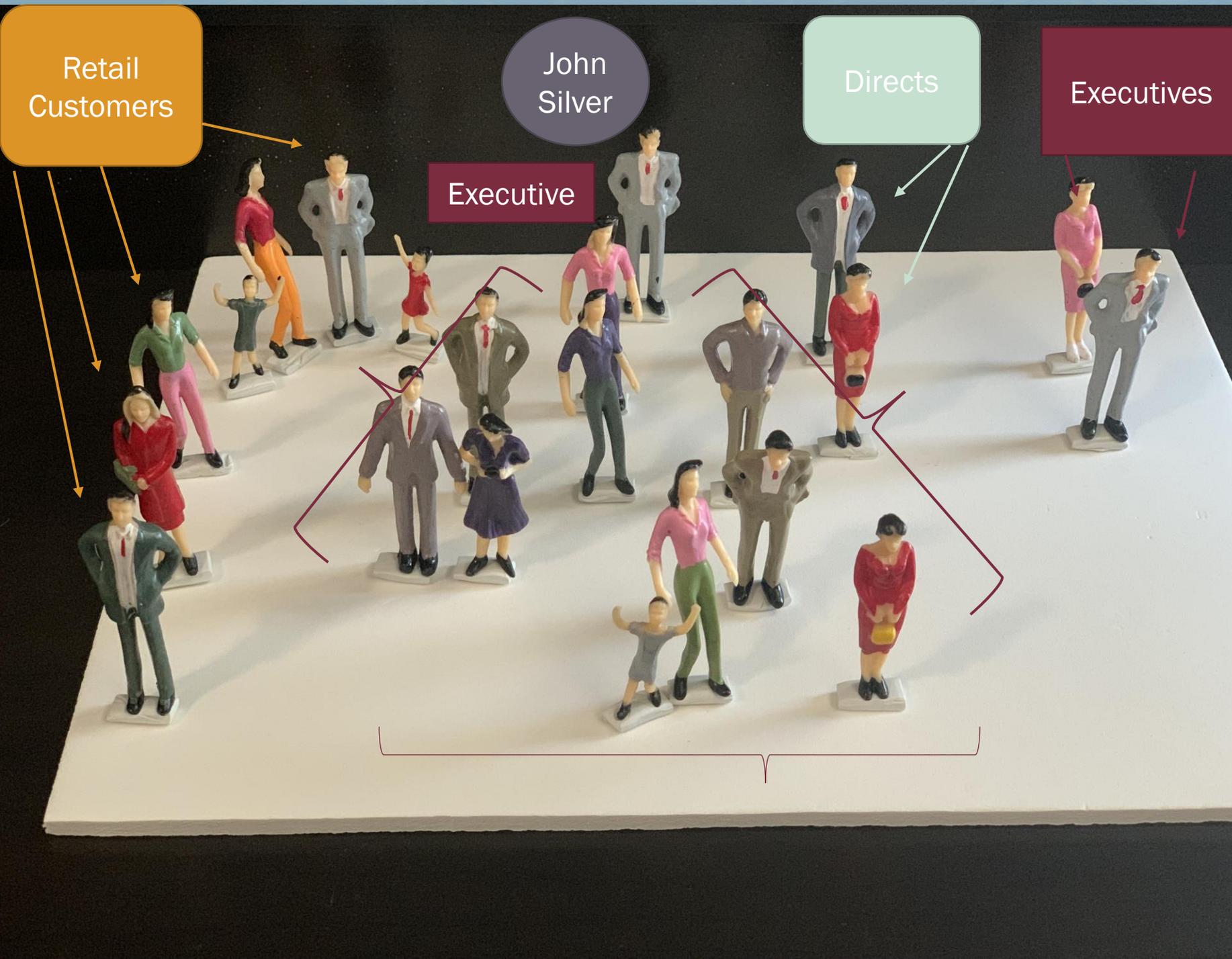


## Ideal Structure

You started, found 3, that you helped to grow to 20 Silver+ Business Builders. With 20 active Silver or Above Distributors, each group doing an average of \$7,500 in Retail Sales will earn \$5,000 per month or more and these groups will grow, some to 40, & 80 and more if you do the right activities and work in the right places.

Each group will have Retail Sales, Direct and Executive Distributors plus Silvers or above.

That is the big picture and therefore the structure to be built.



## One Group

Here's an example of one group of the 20, headed up by John, which consists of retail customers, directs and executives. One of the Executives is a serious Business Builder who is on her way to Silver and has 7 Directs and Executives on her team. Total Retail for this Group is around \$8,000. This is somewhat typical. It can be more and it can be less. The key here is in how you build it and how much time you spend in this group. From experience the more time you spend and the deeper you build it, the larger and stronger this group will become. There is no limit on this.

Mary

You

First Recruited  
Serious Business  
Builder

Help her build  
and go as  
deep as you  
can

1ST

2ND

3rd generation

4TH

You work at the lowest levels  
of your organization

## How this Works

To start out we want to have the idea that you are building teams or groups of people in a vertical (Leg) and preferably one group several generations in depth and one group at a time.

If you understand this idea here that the strength will come in the depth of the leg and the number of people winning the deeper it goes, the more likely you will be successful.

Create a successful team, one leg at a time and then build more width.

# WHAT DO YOU NEED TO LEARN

*More Importantly*

*Why do you need to learn*

## Who to Speak to



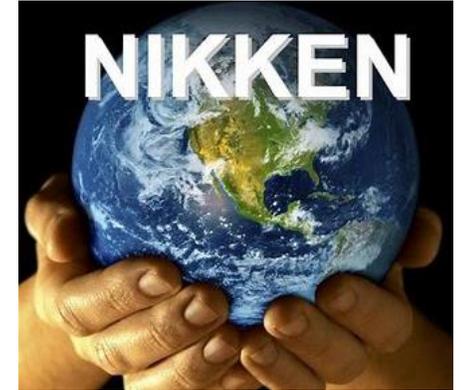
## What to speak about

What is your approach that you will use to talk to those on your list. What is your Story and what was it that caused you to do this.

## Learn about the Products



## Company History



## How to Order a Product

My Business    Ordering    Information Center    Reco

Home : Ordering

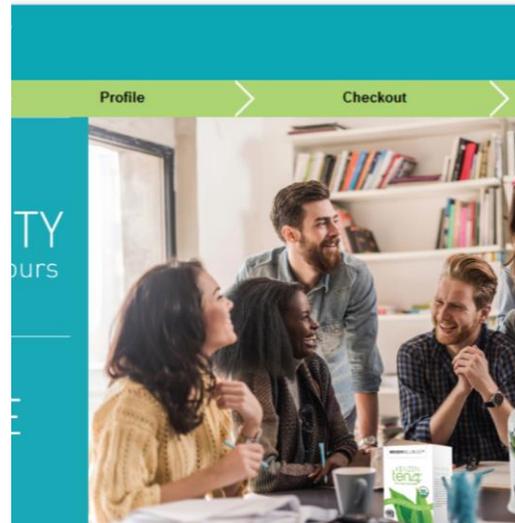
### Product Ordering



Shop Now and find new Nikken prod your wellness and reorder products ;

[Shop Now](#)

## How to sign up a New Distributor



## Learn The Compensation Plan

### COMPENSATION PLAN SUMMARY

| LEADERSHIP POSITION                     | REQUIREMENTS | Monthly Qualification Requirements |     | LEADERSHIP BONUS |    |    |    |    |
|---|--------------|------------------------------------|-----|------------------|----|----|----|----|
|   |              | Qualify                            | 20% | 10%              | 1  | 2  | 3  | 4  |
| <b>TOTAL LEADERSHIP</b><br>100% 20% 10% | 100% 20% 10% | 20%                                | 20% | 6%               | 6% | 6% | 6% | 6% |
| <b>STANDARD</b><br>100% 20% 10%         | 100% 20% 10% | 20%                                | 20% | 6%               | 6% | 6% | 6% | 6% |
| <b>ELITE</b><br>100% 20% 10%            | 100% 20% 10% | 20%                                | 20% | 6%               | 6% | 6% | 6% | 6% |
| <b>WORLD</b><br>100% 20% 10%            | 100% 20% 10% | 20%                                | 20% | 6%               | 6% | 6% | 6% | 6% |
| <b>SILVER</b><br>100% 20% 10%           | 100% 20% 10% | 20%                                | 20% | 6%               | 6% | 6% | 6% | 6% |
| <b>EXECUTIVE</b><br>100% 20% 10%        | 100% 20% 10% | 20%                                | 20% | 6%               | 6% | 6% | 6% | 6% |
| <b>DIRECT</b><br>100% 20% 10%           | 100% 20% 10% | 20%                                | 20% | 6%               | 6% | 6% | 6% | 6% |

## Presenting

## Evaluating a Business



# **WHAT DO YOU NEED TO DO**

*All desired results are created by doing  
specific activities in a sufficient  
quantity that give you what is needed  
and wanted.*

People  
you know

You

Mary

People  
you know

Make your list  
of people you know to approach  
on the product or the business

## CREATING YOU LIST

Let's refer back to how the business works, product sales and or signing up new distributors.

Where do these people come from.

They originally come from a list of names or people you have identified as having a need or an interest.

By creating this list you then can move forward , figure out your approach and the direction you want to take based on what you have planned with your sponsor and or mentor and most importantly based on what you know about them and what you want.

## Your Approach



Your approach and story are very important as this is who you now are and like any other profession the more professional you are the easier it will be to build a successful business that helps give you what you want.



## The Approach

In order to make this work people need to purchase products or join you in the business and do basically what you are doing.

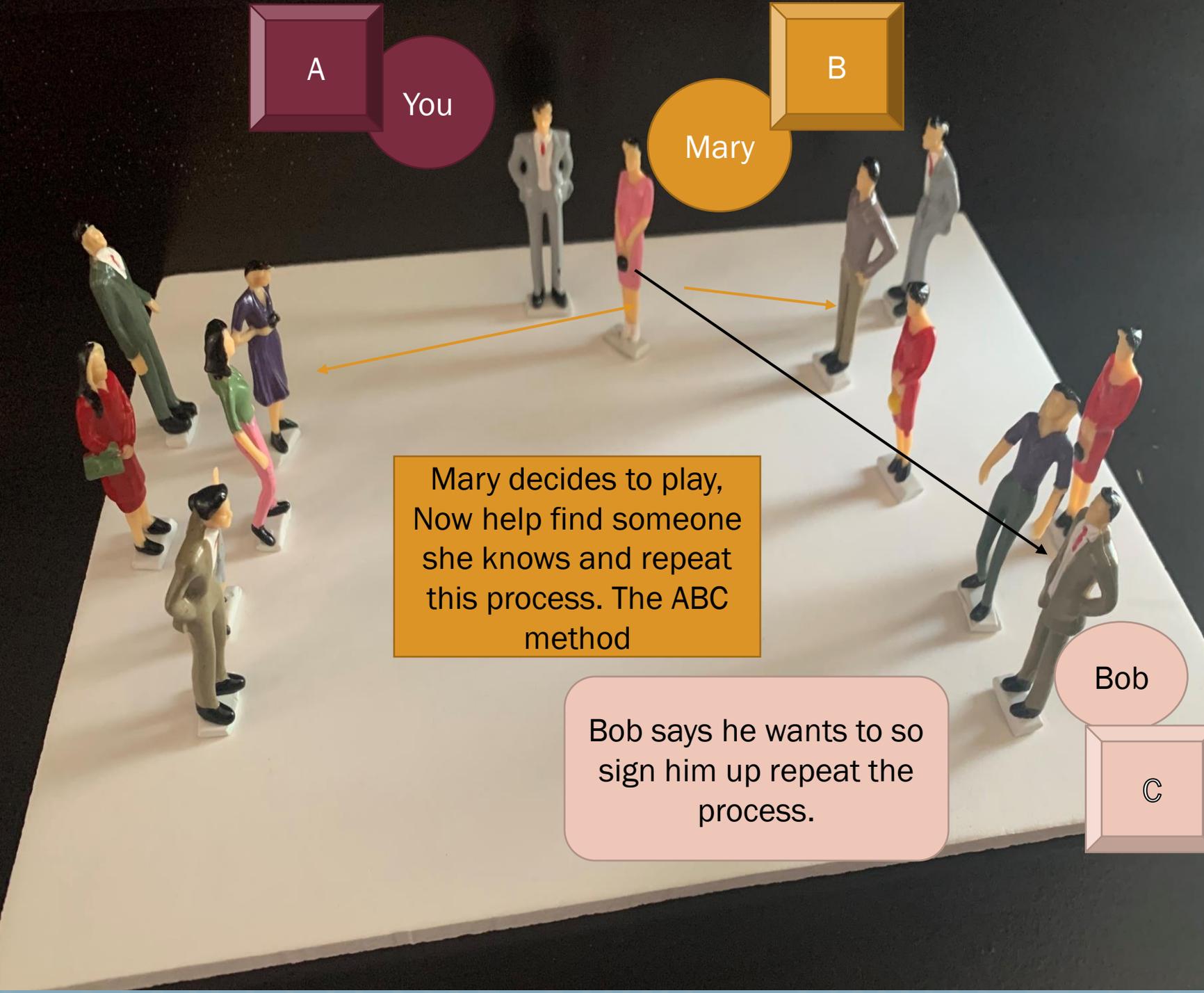
Therefore your approach must be designed to find those individuals and aligned with what you want. You can do this anyway you like and this is important as it will dictate what you do and to what degree.

As an example I needed to earn \$8,000 to pay my bills and after evaluating the business realized that I could get what I wanted if I joined up and did what needed to be done.

My approach became talking about earning income and building a business and therefore I asked questions that would give me answers related to this topic in an effort to find others who wanted the same things and would be interested in learning more.

In the end I found enough that were interested and together we created a very nice business.

What you want will determine the approach you need to employee.



## ACTIVITIES/RESULTS

You get out there and you start talking to your friends and you find **one (Mary)** that has the same need as you and really likes what you have and decides that she wants to join you. Awesome, this is how the business works. Now the next step is to get her through the same or similar process as you with learning and all the detailed stuff but more importantly, it's to help get her first new Distributor and you do that exactly the same way you did it, but this time there are two of you, strength in numbers, support, ABC. You plan this out properly and set up the activity to get done.

**THE PLAN**

**LEARN WHAT TO DO**

**APPLY WHAT YOU LEARN**

## Who to Speak to



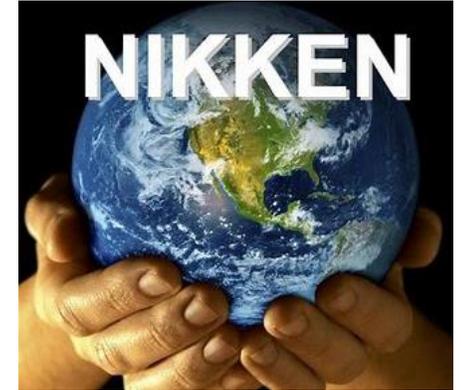
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Home : Ordering

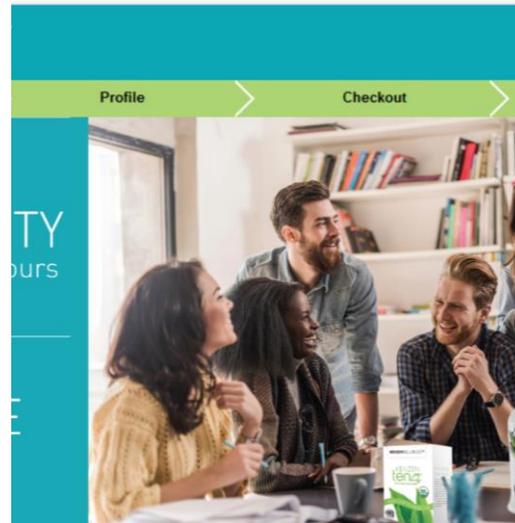
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## Learn The Compensation Plan

### COMPENSATION PLAN SUMMARY

| LEADERSHIP POSITION  | REQUIREMENT REQUIREMENTS |        | LEADERSHIP BONUS |    |    |    |    |
|--|--------------------------|--------|------------------|----|----|----|----|
|  | Year 1                   | Year 2 | 1                | 2  | 3  | 4  | 5  |
| <b>OWNER</b><br>Must be a US citizen or permanent resident of the US. Must be at least 21 years old. Must have a minimum net worth of \$100,000. Must have a minimum net worth of \$100,000.     | 20%                      | 20%    | 6%               | 6% | 6% | 6% | 6% |
| <b>MANAGER</b><br>Must be a US citizen or permanent resident of the US. Must be at least 21 years old. Must have a minimum net worth of \$100,000. Must have a minimum net worth of \$100,000.   | 20%                      | 20%    | 6%               | 6% | 6% | 6% | 6% |
| <b>DEVELOPER</b><br>Must be a US citizen or permanent resident of the US. Must be at least 21 years old. Must have a minimum net worth of \$100,000. Must have a minimum net worth of \$100,000. | 20%                      | 20%    | 6%               | 6% | 6% | 6% | 6% |
| <b>SALES</b><br>Must be a US citizen or permanent resident of the US. Must be at least 21 years old. Must have a minimum net worth of \$100,000. Must have a minimum net worth of \$100,000.     | 20%                      | 20%    | 6%               | 6% | 6% | 6% | 6% |
| <b>EXECUTIVE</b><br>Must be a US citizen or permanent resident of the US. Must be at least 21 years old. Must have a minimum net worth of \$100,000. Must have a minimum net worth of \$100,000. | 20%                      | 20%    | 6%               | 6% | 6% | 6% | 6% |
| <b>DIRECT</b><br>Must be a US citizen or permanent resident of the US. Must be at least 21 years old. Must have a minimum net worth of \$100,000. Must have a minimum net worth of \$100,000.    | 20%                      | 20%    | 6%               | 6% | 6% | 6% | 6% |

## Presenting

## Evaluating a Business



**THE STRATEGY**

**FIND THOSE THAT SEE THEY CAN GET  
WHAT THEY WANT BY JOINING YOU  
HELP THEM**

**REPEAT AND REPEAT UNTIL YOU GET  
WHAT YOU WANT**

## Get ready and go to work



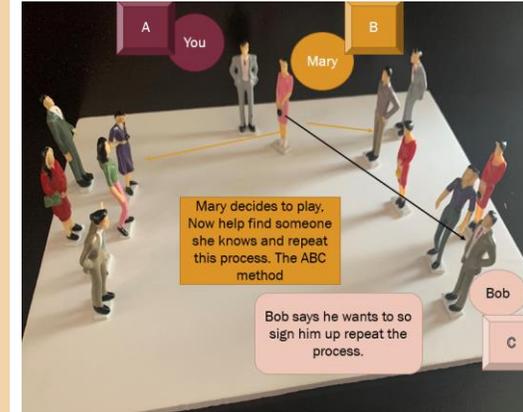
## Create your list and figure out an approach



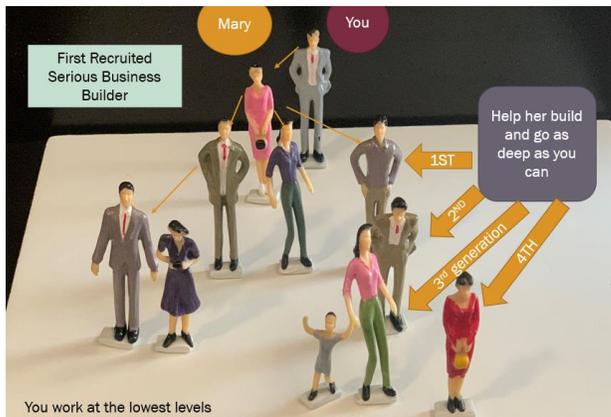
## Find one that wants to join



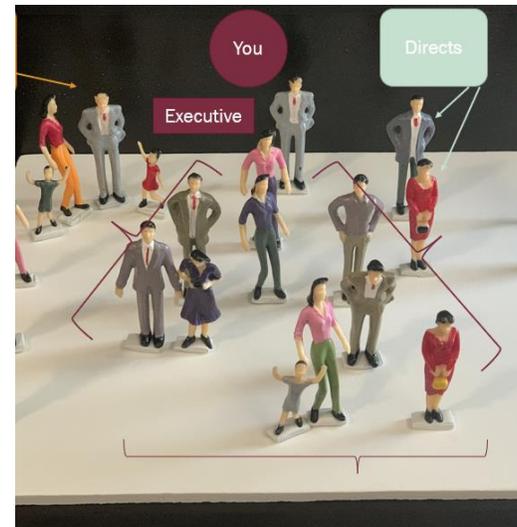
## Help them build



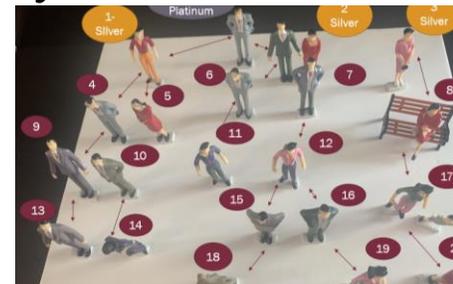
## Help create her team



## Find the serious players in the group and help them



## The End Result, your Goal is reached



## Repeat, Repeat

Getting what you want depends on learning what works and then going out and doing those activities over and over until you create the results you want and that becomes your plan and strategy.



# Get Ready and Go to Work

The basic plan is to get into action doing the activities that are known to work.

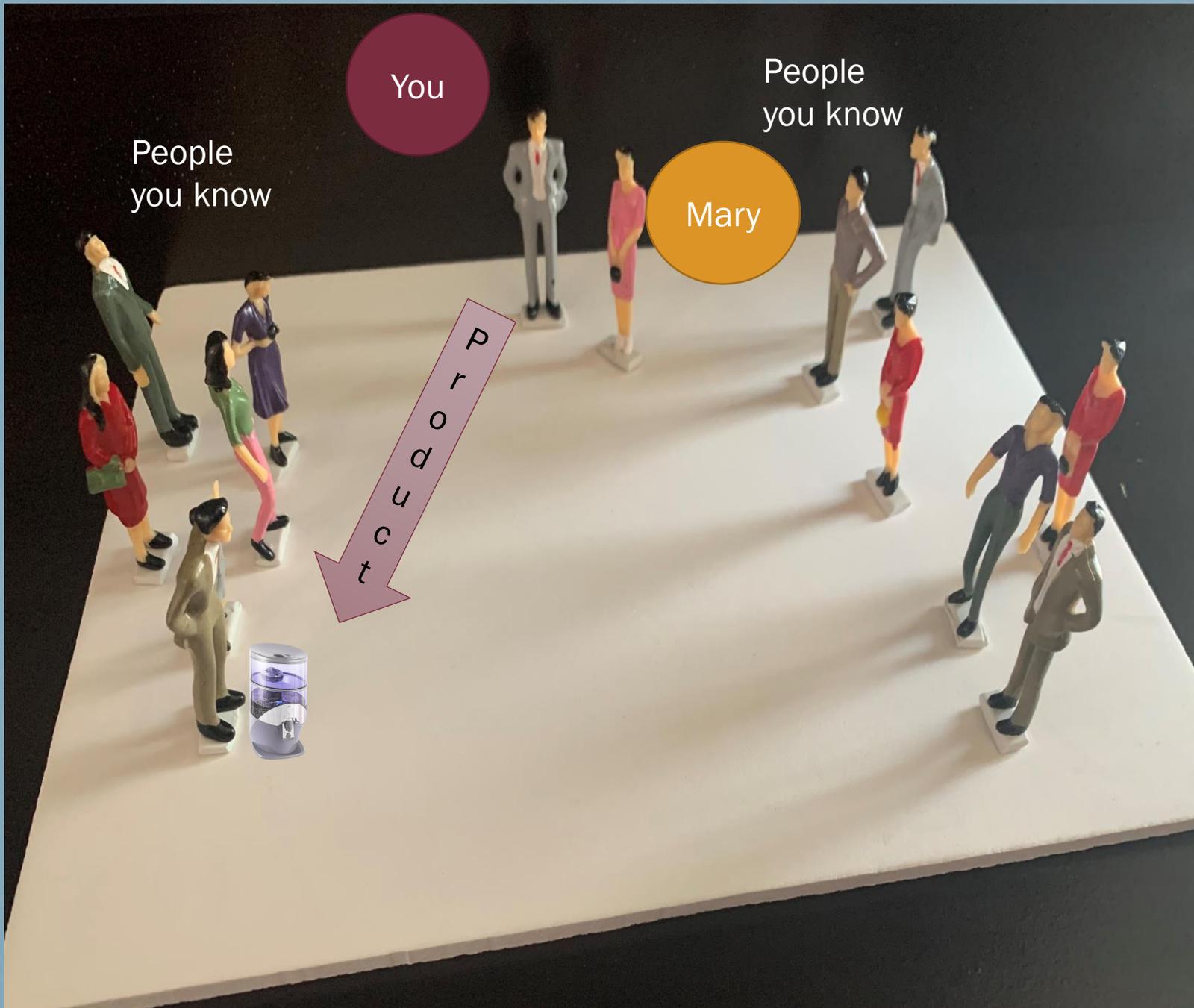
1. Make yourself known for what you do and make people aware of the products and technologies you represent.
2. Learning how to talk about and demonstrate the products and learn how to talk about the business.
3. Find out what people want and then show them how to get it by joining you.
4. When someone says yes, help them build their business.



## Understand What Works

We learned that the way the business works is when people buy the product or become a distributor. Therefore you need people to talk to.

1. Make a list of everyone you know that could benefit from the product and or the business model.
2. Create a top ten that you discuss with your mentor or sponsor.
3. Plan the approach for those that could benefit in the product and do the same for the business.
4. Call them up and start communicating



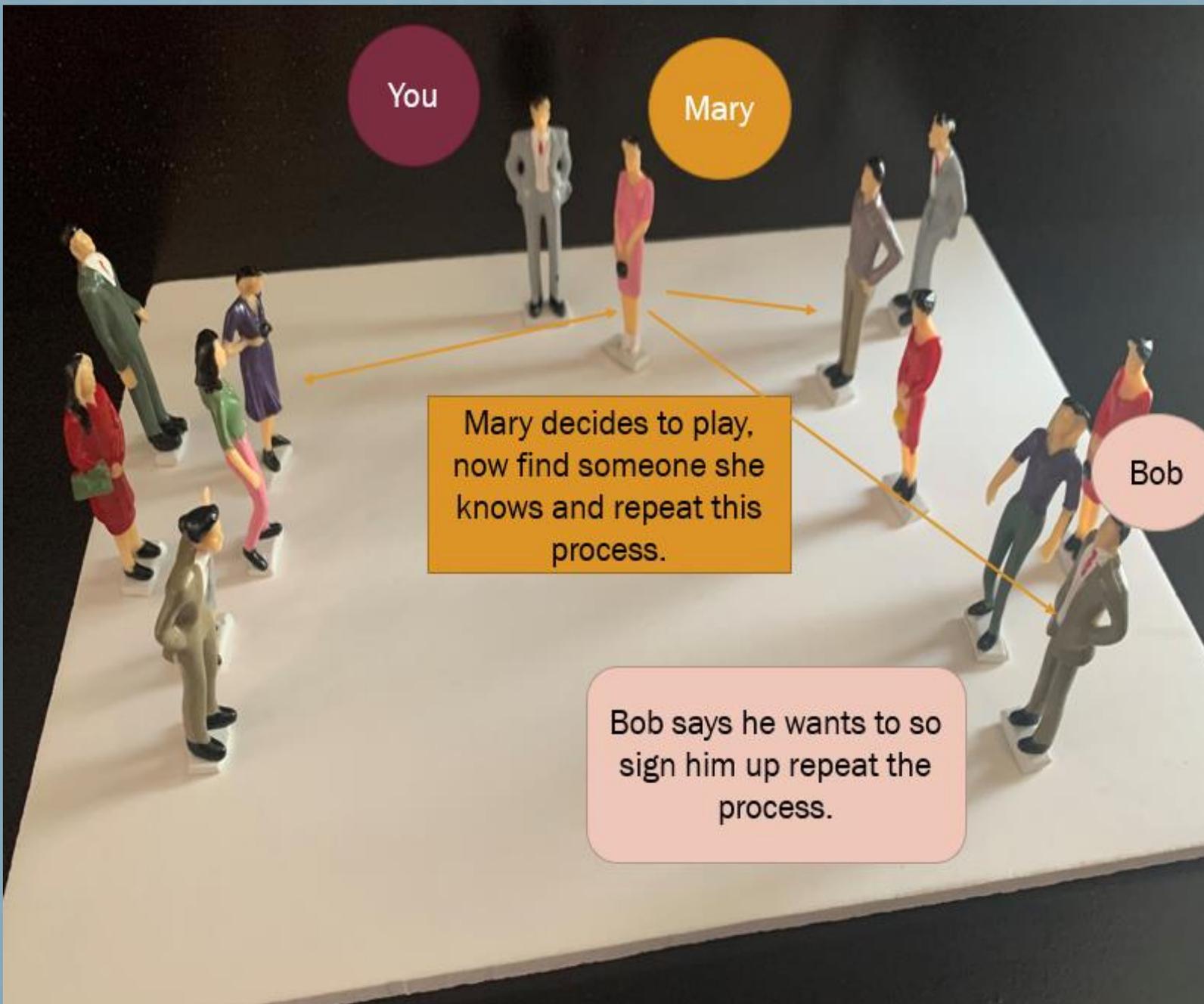
## Reality is Agreement

It's not hard to find someone who wants to join you and that is your primary objective.

Once you start approaching the people on your list and get conversations going, you will run into three different possibilities.

1. They like the products and want to buy them.
2. They like the business and want to sign up.
3. They don't do anything

Therefore, keep doing the activities until you get what you want.



## Once You Found Someone

Mary is a good friend and someone you approached. After your presentation she decides to join you. Here is that plan.

1. Help her to understand the business, the product, the activities, the benefits and most importantly what she wants.
2. Then follow the same plan you are on, create her list and figure out the approach and go start talking with them.
3. Help her to find those that will join her team
4. Help her with her initial product sales

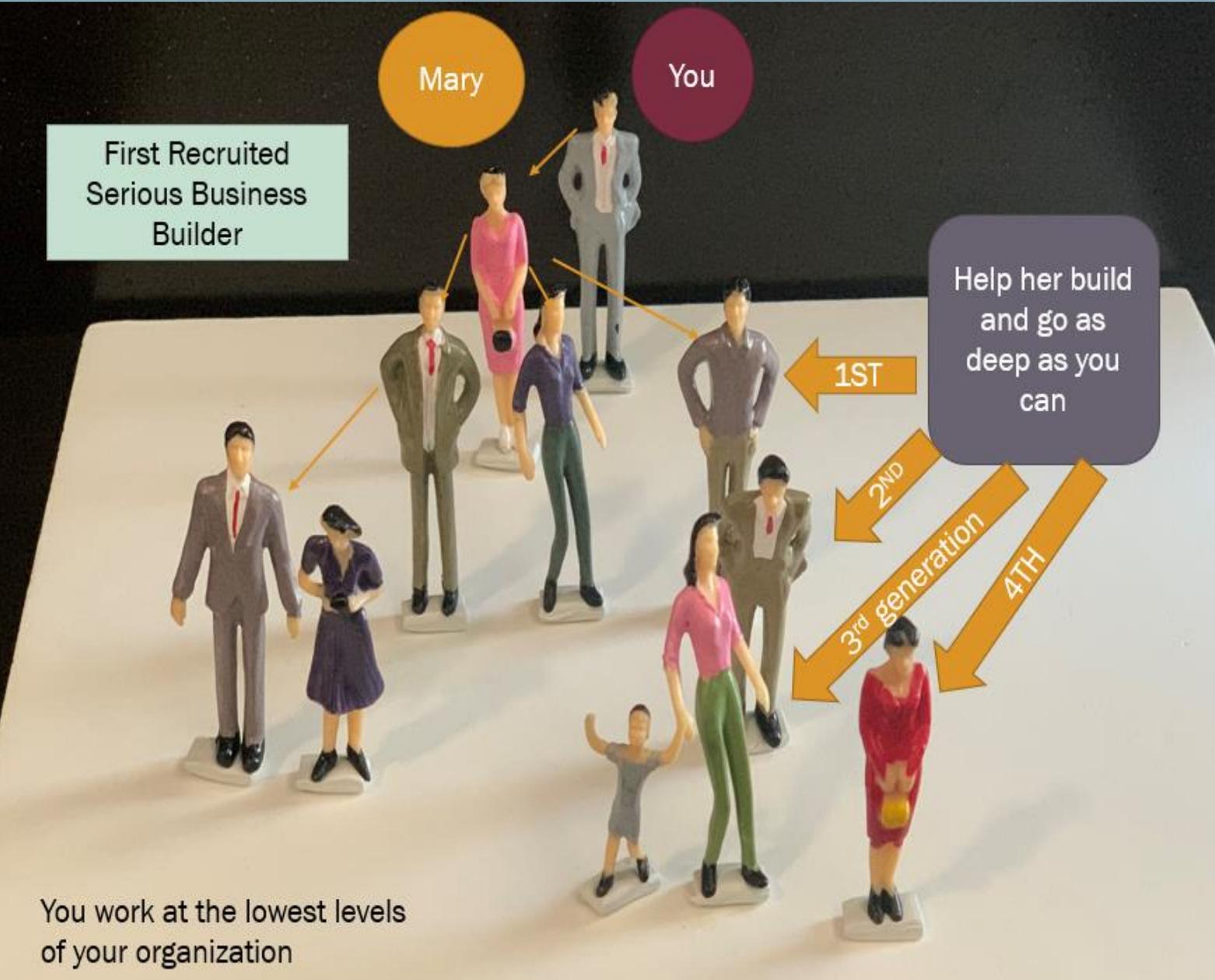
# The Benefits of Structure

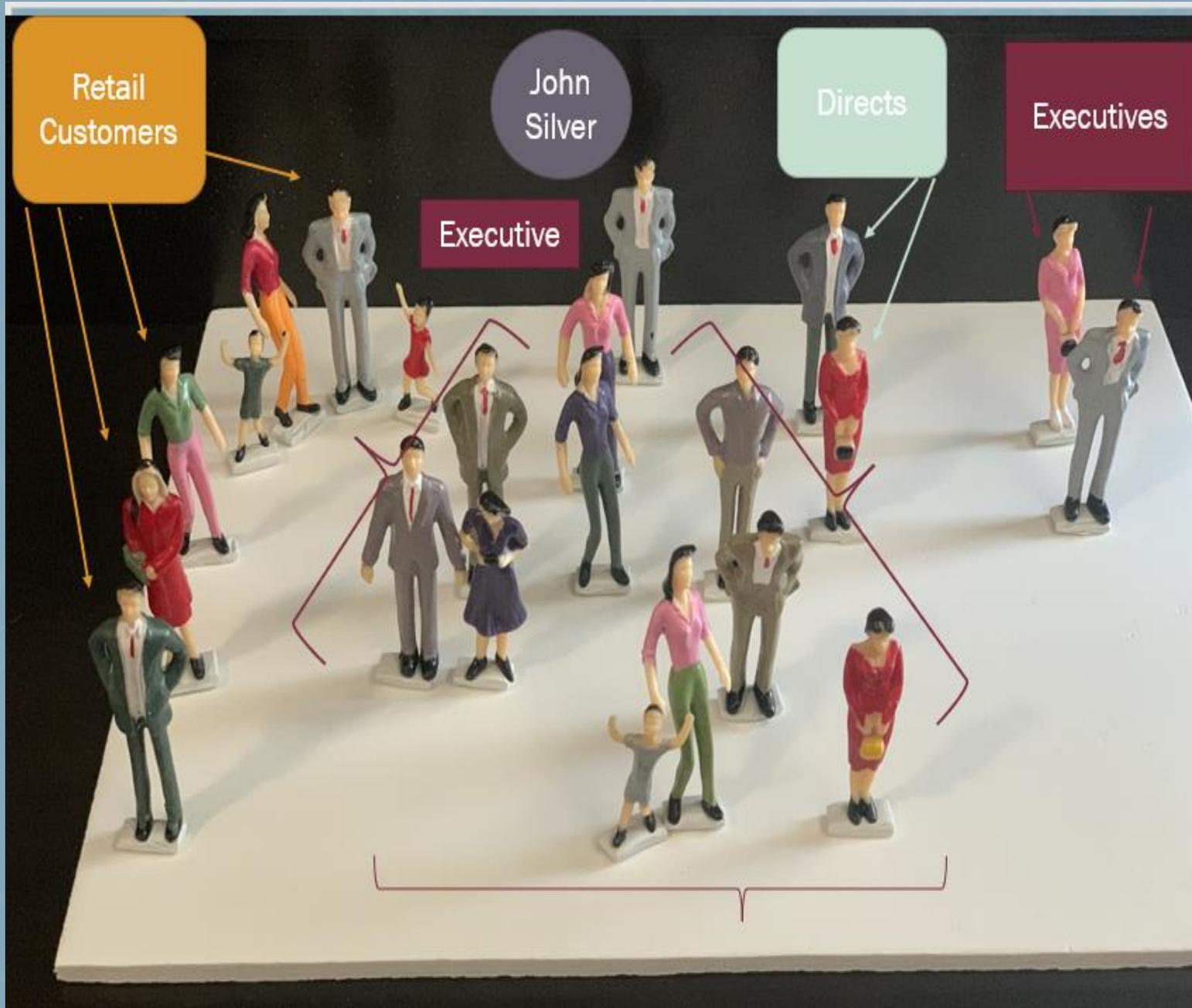
One of the interesting benefits of this business model is in how the STRUCTURE of the business is so unique and rewarding and that if not built properly, makes it hard to become successful.

It works for you when someone you approach buys a product or products and it works for you when someone you approach becomes a distributor and starts building a business just like you are.

When someone joins you remember that your success is going to be based in part on their success, so help them build and go as deep as possible to create a team and Vested Interest.

This applies to everyone.





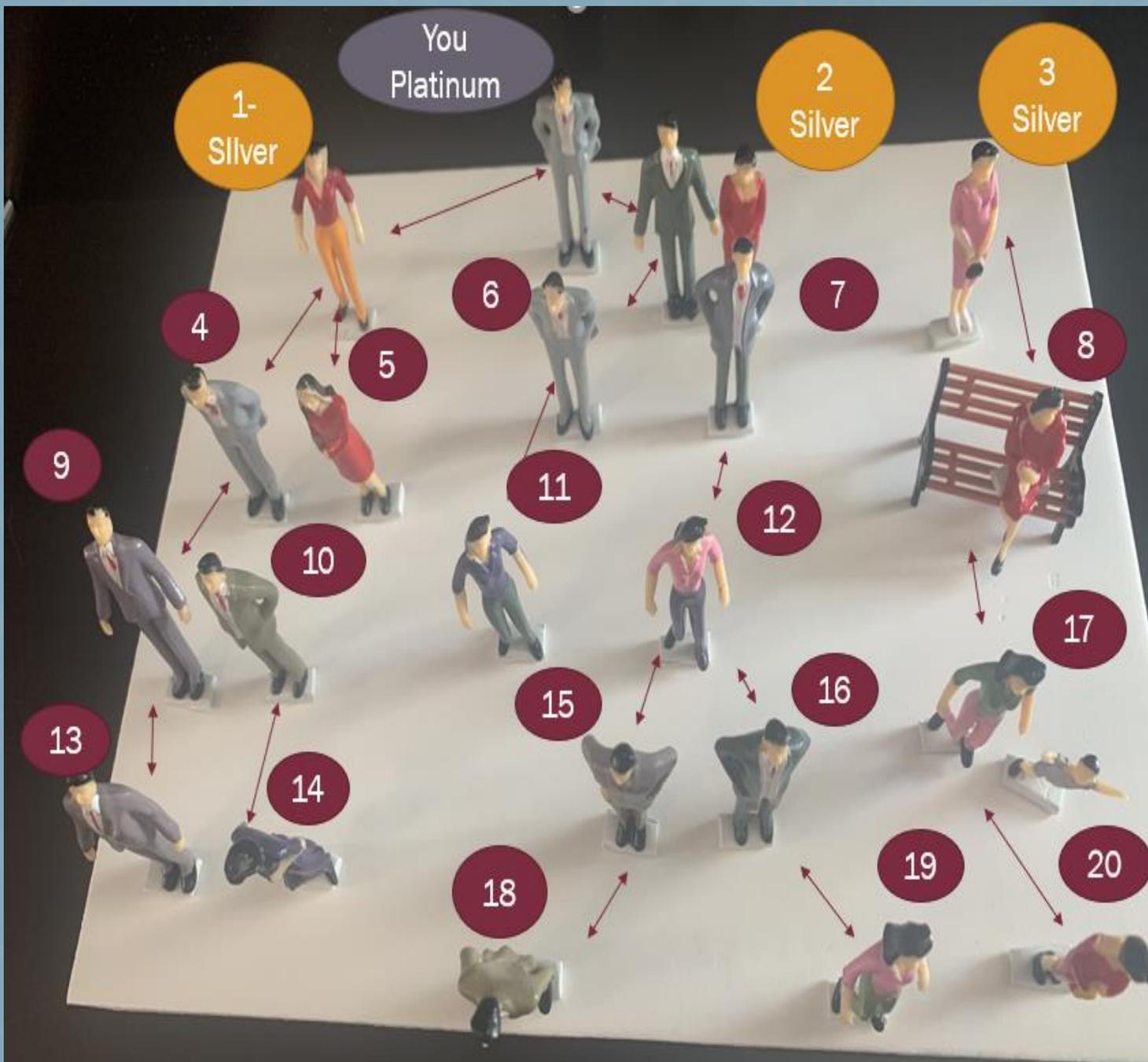
## Rules of Engagement

There is no such thing as failure in our business, only a lack of doing enough activities that are known to create the desired results.

Not everyone is going to do what is required so you can't let this get in your way.

You are looking for those that will, not those that won't. Here are some rules.

1. Only work with those that are also working
2. There is no need to beg someone to join you
3. If someone really wants to go for this then help them as much as possible. Get below them and help build a giant team because it is your team also and this is how the structure will benefit you long term.



## WHAT YOU WANT

Early on you saw the idea of what needs to be in place to earn \$5,000 per month and this was followed by the steps and activities required. When you have everything that is required done and you have the right amount of volume and a sufficient number of team members working and you receive a check for \$5 K then you will have arrived. What I don't know is how much time it's going to take you to put this all together.



But I do know that the faster you go to work and the more intention you put in to being the best you can, the more enthusiastic you are and the more you practice the sooner you will arrive. There's your plan it's time to go to work, it's the only way you will get what you want..



Dave Rolfe

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

Phone 617-388-9109 PDT

E-mail [rolfeman@earthlink.net](mailto:rolfeman@earthlink.net)

Website: [daverolfe.com](http://daverolfe.com)

Other helpful videos on [daverolfe.com](http://daverolfe.com)

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