Welcome to iCAN Attitude Session Number Nine, Lesson Number Eight. The lesson is one number behind the session because we didn’t have a lesson last week ... or did we? You may say, ‘we had an exercise’, a little event. But it was also a lesson. For some of you it was challenging and brought up some of the old behaviors — procrastination and uncertainty, or that sinking feeling of not being able to do something unknown. So, like everything we do, it became a lesson and here is what we needed to put into practice: did you remind yourself that we that we don’t do negative? That we don’t fail — we learn.

The session was promoted as an event; I was to act as an ‘A’ and you were to move as many people (customers, potential customers, colleagues and potential colleagues) to the call. And you did a great job. We had hundreds on the call. But here’s the thing: not everyone could participate. A good number of you were faced with time zone problems, i.e. it’s hard to get people on the phone for a call at 4:30 am. So, what did you think about that? Well if you felt slighted or angered because of the situation I want to share something that will be just huge going forward — when you decided to have your own business — to lead, to become a customer-centric business owner -- you gave up the right to be offended. That’s right. This kind of leadership hasn’t got room for taking things personally. Here is why: it is your customers who suffered the loss of the opportunity and as their agent it is your responsibility to find another way to get this done. Never mind what is fair! I know that sounds harsh but this simple decision will remove all of the stuff blocking you when you meet adversity. We must immediately turn our attention to our customers; our prospects; our downline. In all of the emails I received I only saw one that addressed the problem from a solution-based perspective. The email explained the problem for her customers, in this case the time inequity, and requested a second presentation for the people affected. When we live in the solution and not the problem, wonderful and creative things happen. When we are committed to our customers and colleagues we will take a positive action on their behalf.
This is the very crux of the issue. William Murray put it this way during The Scottish Himalaya Expedition in 1951:

“Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative and creation, there is one elementary truth the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one’s favor all manner of unforeseen incidents, meetings and material assistance which no man could have dreamed would have come his way. Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it. Begin it now.”

If we leave the door open a crack for doubt or the little voice to start reciting what is wrong; how we have been offended or how this looks like something from the past — just to the extent that we permit this kind of old thinking — we lose the magic of inspiration and creation. As William Murray said, “A whole stream of events issues from the decision, raising in one’s favor all manner of unforeseen incidents, meetings and material assistance which no man [or woman] could have dreamed would have come his [or her] way.”

Now you understand WHY we don’t do negative. We can’t afford it! We gave up the right to be offended for a very good reason: Our people need us to have integrity. So we keep doing the right things until they are second nature — until they are a part of our character. And those right things are based in Principle not our best motives. More on that later.

Let’s move on to the Fifth and Final Principle from the 10,000-person survey.

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<td>Give me a SOLUTION help me out in a bind.</td>
<td>Establish INTIMACY with me by doing something no one else can do.</td>
<td>Be my AGENT let me trust you to make my purchases.</td>
<td>INSPIRE me with an assortment of products that I didn’t know about.</td>
<td>CUSTOMIZE the product or service to fit my needs.</td>
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When you replay the presentation, THE NEXT BIG OVERNIGHT SUCCESS, you will learn that one of Nikken’s major strategic advantages is its hybrid-business model. While other ‘network marketing’ companies offer a number of products they are primarily consumables. You are blessed with both consumable (food, nutritionals, etc.) and a raft of second-to-none durable products in a variety of categories like air, water, energy
(physical and light energy), and sleep. Did you ever wonder why other companies don’t carry these kinds of items? It is expensive to warehouse, distribute, secure patents, gain approval to sell, and we still haven’t even touched on the cost of development, research, legal and the list goes on and on. But you, yes your little business, CAN provide these products. You CAN combine technologies. You have the ability to get your customer a match for what they want and need because you are their Nikken agent and consultant. To customize a product or service only requires that we have heard what they need and that we have a source for those items. If we don’t have what they need … we tell them. But it is almost inconceivable given the Nikken Catalogue, that you don’t have a number of things that they need or don’t even know they need. It is a matter of becoming Customer-centric. To listen for what they are really asking; to customize that request using the Nikken business model. The Humans Being more model is easily remembered using the number 5:

There are **Five** Pillars to keep us on a great personal trajectory.
There are **Five** Technologies to cover what a human being needs for self-care and wellness.
And if you do the math, you will see that we each need **Five** Autoship Customers to form the foundation required for stability and longevity.

Now let’s take a moment to see if you heard WHAT I just said because it may have sounded like I said you only needed five customers. Wouldn’t that be nice. But it doesn’t really work that way for anyone. And I’m not just talking about Nikken or Network Marketing. It may take talking to many people before your core of 5 is in place. Please go to any store near you and watch the number of people entering that store. How many buy? How many just pass through? How many do you think may come back and buy another day? How many went there to buy something and left with something completely different? Please consider what I am saying very carefully. In a traditional business model people pass by the product because the timing may be wrong for them. For example, who even noticed a cellphone case until we had a cell phone? Have you ever noticed that furniture stores have Colossal and what is advertised as ‘unrepeatable’ sales event nearly every week of the year? That’s because consumers don’t really notice those ads UNTIL it’s our turn to shop for furniture and then … there had better be a sale! The store’s problem is that they don’t know what week or year they will see us in the market again. But people’s situations can change. You downsize. The house sells. The kids finally move out. Our old faithful furniture is just too tired to carry on. Same story for cars and other large ticket durables. People buy the product when they perceive they need the product. That’s right, when they PERCIEVE that they need the product. If it wasn’t just about perception, there would not be such a thing as an impulse purchase. They may perceive that they need something with good and sound reasoning or they may perceive they need the thing because … well just because. But here is my point; don’t expect a person to know that they need what we have; because not everyone has learned or experienced the things that have brought you to this place. Until they can perceive a need or a want for something … they don’t even notice the
product. And yet, we get hurt personally when they don’t get it — or worse — they misunderstand what we are trying to show them.

So why do we take any of this personally? Because we take ‘no’ as meaning no! forever and ever. But remember, we gave up the right to feel insulted. We owe it to them to stay positive and try again. It may help to understand 3 little ideas that confuse and discourage us when a presentation is going nowhere …

Here are three great and simple guides:

1. **IT IS NOT PERSONAL**
2. **IT IS NOT PERMANENT**
3. **IT IS NOT PERVERSIVE**

Let’s take a look at each of these ideas one at a time:

1. **It’s not personal:** You are not the product. You are not your business. You are there on behalf of the customer. If they are pushing-back it may be to do with their desire to keep doing really goofy things in their diet and lifestyle and you seem to be implying that there may be something wrong with that. It may be that they had a bad experience with someone else in our business and they don’t quite trust the process. It may just be that they don’t have the money and it is easier to appear to reject you than admit that times are tough. Even if they didn’t like your presentation, it still isn’t about you! You can improve your presentation. You are not your presentation. No it’s not personal. But it is about them! Keep your compassion. Try to understand what they need. Lose your right to feel insulted. Help them.

2. **It’s not permanent:** I can name many people in Nikken who didn’t get it the first time around. The person went back and the potential customer’s needs had changed. Ruth and Dennis Williams often share their story of not getting it right away. It wasn’t about Nikken or the presenter. They weren’t quite ready. Fortunately for many, many people they were re-approached because the presenter realized the ‘no’ wasn’t permanent. I can say the same for my wife’s life-changing product experience. I told the guy more than once that we weren’t interested. But our situation got worse, he re-approached and suddenly we were interested. If you like these mentoring sessions, thank him because I would not have met Michael and William without his tenacity. If they don’t accept what we have right now … it’s not permanent.
3. **It's not pervasive:** Now there is a twenty-five-dollar word, pervasive. It means to become spread through all the parts of something, i.e. When we don’t make the call; when we don’t speak up for what we believe; when we procrastinate before doing something unknown or new to us it can be because we subconsciously feel that such an action could affect other areas in our life. **It is total drama.** Not getting someone on a call does not mean you’re are total failure in life or in business. It means you didn’t catch the person’s attention. You didn’t make them believe that now is the time to look at this. Or maybe they believe that Nikken is just another get-rich-scheme. Only time and you acting on principle can change that opinion. Maybe you didn’t get it through to them this time but it’s not personal, not permanent, and not getting them on the call will not spread to all the other areas of your life. That is just egoic crazy-making and I suffered from it for years. I promise you that almost every top sales-professional or successful business leader I know tells a similar story. Learn to ignore the 3-Ps because your people need you to.

If you didn’t succeed this time, the only real question is: Did you do the best possible job presenting the idea or product? Did you listen to hear and answer the customer questions? Did you REALLY pay attention to the customer once they decided to buy or take action? No? Well, there is still time. Because of a leader’s request the video of The Biggest Overnight Success is available to be viewed. Have you called anyone about that? Have you offered to watch it with them? Have you sent a link with a note saying that this is important to them and you? Talk with your Sponsor and Mentor. Find a way to make use of anything that will give your customer a fighting chance to understand what we are doing in Nikken. And please don’t forget about the people you already serve. The Principle is to offer them something no one else can.

That’s another reason why we want **Five** autoship customers. They are so easy to spoil and keep track of when there are just a few of them. But let’s make no mistake. It may take us all kinds of customers to find those Five. Some autoship customers don’t want any attention. Okay give them that. Some what we thought were probable autoship customers turn out to be people who require a durable; perhaps they are badly informed about water and are suffering from severe dehydration. Let’s deal with that first and keep in touch regarding the autoship program. Not everyone can afford what they need. That is of course a great place to discuss Nikken as the perfect Home Business Career. There will always be different customers because they are individuals. Therefore, we are flexible. We remember that they may know people with great need and desire for Nikken. It may just turn out that you went out for an autoship customer and got a serious business builder. You can find someone else for your Five but the real joy is in helping others find their Five. This is the business of the business.
Nikken is a hybrid. We sell consumables via autoship and we sell bigger ticket durables to a number of people who buy and would never come back unless we have a regular way to talk to them. You have their email address and that is good but in 2016 careful use of texting is even more powerful. You must ask for their permission to text from time-to-time with timely offers or update information. Most people don’t mind if we respect their privacy. Remember, they may not care today but in a few weeks or months … who knows?

The customer-centric consultant will recognize that each customer is an individual. They need to be approached that way. We treat others as we would like to be treated. Some are approachable more frequently but no one want’s to be pestered or hounded by a zealous salesperson. Ask and hear what they say about what they need. It really remains about the iCAN.

**My iCAN attitude** is a manifestation of my thoughts, feelings, and actions. My iCAN attitude and my results are inseparable. They follow one another like night follows day.

So my thoughts must be positive. I don’t do negative. Too many people spend their time discussing what they don’t like about other people instead of focusing on keeping their thoughts on task. How does one break that old habit? I can only share my personal experience:

I just say, “no” if my mind tries the negative babbling.

I immediately take a positive action — something that seems doable.

I don’t think about my idea of what I should do. I just do it.

Do my feelings follow? Do I suddenly ‘feel’ better? No. Not always. And not right away.

My actions and my feelings follow one another like night follows day. In other words, it can take some time. Why? My feelings are just signals — chemical releases from the brain into the body. They exist to warn or encourage. Sometimes these chemicals are released based upon deep subconscious thoughts. Those thoughts will be updated with repetition of good ideas but regardless, they take some time to get in sync. Now here is the point: this will only happen if I take the action. Intention is a killer. I will not be paid or judged on my ‘intention’. I do the right thing based in the Principle and my feelings will catch
up. Today a great number of people are taking prescription drugs to numb these feelings. Bob Proctor said something years ago that makes perfect sense. He told the story of a person driving down the road in a small truck. Suddenly a red light comes on. The driver is thus alerted to a problem. She pulls into a gas station to borrow a small hammer. Upon returning to the vehicle she smashes the red light. Problem solved. No red light. That is just what we do when we medicate or avoid dealing with the red lights (feelings) around what we do. If we medicate or procrastinate, we treat the warning light (the symptom) rather than the problem.

You are in a small business. Nothing I know will turn on more red lights than a small business. But what will correct a false feeling, a bad signal? Working on Principle. We may not intuitively know what we should do but if we stick to the Principle we will get it right and sooner or later those feelings of fear, loss, uncertainty, lack, humiliation, and negativity will be turned off … for good. So let’s do a review of the Principles before we close:

First and foremost: We treat others as we would like to be treated.

We learned the Principles from the survey:

ACCESS. We will always work to find a solution for our client, our colleague, our company. We have abandoned the notion of being insulted or indignant because we are clear that great leaders, serve.

EXPERIENCE. We will provide something for our customer that no one else can provide. We will do this by listening and actually hearing what they want or need and by providing it.

PRICE. We will be their Nikken agent. Buying through us means real support and after-sale support. We make the price they pay the best value anywhere because we go the extra mile.

PRODUCT. We match the Nikken product to the expressed need or want. We are able to combine products from various technologies to provide the best possible solution for the customer.

SERVICE. We educate ourselves so that we know how to fit our products to the customer’s requirements. We avoid becoming too technical in favor of accessing the technical if required via the various teaching modalities at our disposal. We exist to serve the customer.
Here is this week’s homework:

1. Read or listen to lesson 8 once each day for a week
2. Memorize the 3-Ps. (Memorize and understand)
3. Send or introduce last week’s presentation to at least 10 people, here is the link: [https://m.youtube.com/watch?feature=share&v=himkKsyx5dY](https://m.youtube.com/watch?feature=share&v=himkKsyx5dY)
4. Utilize your elevator speech in the process where possible to introduce the link, i.e. “A number of years ago I had what they called a chronic problem with … (your story) and this concept changed my life. Would you take under half-an-hour with me to learn what it’s about? “

Then you can either watch it with them or send them the link. Either way, check with them to see what they heard. Once you understand where they are coming from you can better decide what to do next. Maybe they need a product demo, or more information, or a chance to meet with you and your mentor/sponsor for a deeper discussion. It is always about them. What do they need? Remember, this is what you would want someone to do for you.