

Business Builders Activities: What to do and when to do it!

Prospecting- Your Daily Activity: This is the activity that directly impacts the bottom line. Making Contacts and doing ABCs' lead to and create your organization. Your goal here is to build value so your potential business partners are ready to go to the events listed below- The "Decision Events". Set a goal every day of how many new people you will share the Nikken vision with!

Types of Decision Events:

Weekly Activities: Previews and In-Homes.

These are the basic events that are the work horses of your business! Make sure at least one night per week is dedicated to holding a preview which explains how a career with Nikken works. Anyone, anytime can do or host a preview.

Monthly Activities: Basic Trainings/Super Saturdays/Recognition Events

Pick a day once a month to do a half day or a full day of training the basics, planning your month's goals and recognizing your successes. These are usually hosted by Silvers and above.

Quarterly Activities: Nikken or Regional Expos

Have a larger event in your area every 90 days to illustrate a larger vision to your team. These are usually hosted by successful Golds and above.

Annual Events: Nikken Convention or other large events

These events really give a huge vision and energize your teams. Spend your time and energy promoting these events and fill them with your team! These are put on by Nikken Corporate or high level field leaders.

Remember, go to an event alone and you learn. Bring people to an event so you learn and GET PAID!!! Promote events and you will have a huge team!

My Goals for the month:

Rank Goal-

Volume Goal-

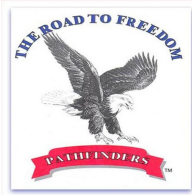
Awards Goal-

Other Goals-

Keys to Success

- Use as many products as you can, as much as you can. You ARE the product.
- You can build it part time or full time, but not sometimes! Be consistent!
- Be coachable and do not re-invent the wheel!
- Plug in to the team, attend every event you can and plug your people in! Being a Lone Ranger in a people business does not work!
- Host or attend a preview EVERY week where the business is explained.
- Spend you time prospecting either for yourself or your team. This is where the business is built.
- Have fun! People want to be a part of things that inspire them!

There are many other things you CAN do, but remember, do not let them take away from what you MUST do!



Pathfinders Weekly Process Tracking

Process Step:	ABC		Decision		Sponsored	
	Step 1		Step 2		Step 3	
	Goal	Actual	Goal	Actual	Goal	Actual
(example)	15	19	10	12	5	7
May 4-10						
May 11-17						
May 18-24						
May 25-31						
4 Week Total						

Activity	ABC		Decision		Sponsored	
	Goal	Actual	Goal	Actual	Goal	Actual
Jun 1- Jun7						
Jun 8- 14						
Jun 15-21						
Jun 22-28						
4 Week Total						

Activity	ABC		Decision		Sponsored	
	Goal	Actual	Goal	Actual	Goal	Actual
Jun 29-Jul 5						
Jul 6-12						
Jul 13-19						
Jul 20-26						
Jul 27-Aug 2						
5 Week Total						
Quarter Totals						

Working with Upline

Your “upline” includes your ACTIVE sponsor and every ACTIVE distributor above you in your line of sponsorship. One of the biggest mistakes new network marketers make is to “re-invent the wheel” or to try to do this business as if they were the only distributor on the planet!

1. Use your Upline’s EXPERIENCE.

They’ve probably run into the same roadblocks and frustrations you’re bound to encounter. They can save you a lot of trouble by helping you avoid the things that don’t work! No matter how good a prospecting, advertising, or other “sure-fire” idea sounds to you, some other distributor has probably already tried it, and proved it wouldn’t “play in Peoria!” Your experienced upline also has effective answers to the most common “objections” your prospects might raise. They’ve heard them all before! Listen to the successful distributors in your upline. Their performance proves they know what works and what doesn’t. Duplicate their techniques.

2. Use your Upline’s CREDIBILITY

Imagine how effective it would be to have a successful member of your upline talk to your prospect in person or on a 3-way call. They can help you set up and/or make these calls which are designed to make preview and ABC appointments. Their success in the business will greatly enhance the speed of your business. Learn from their success and leverage off them until you are successful and able to relay the information yourself. Would you try to fly an airplane solo your first time? How about perform surgery?

3. Use your Upline’s TIME.

In many cases, your experienced upline can accompany you on ABC’s or even put on entire Wellness Previews for you and your group of prospects. Somewhere in your upline there are “full-time” Nikken Consultants who can calendar blocks of time during the day or evening to help you grow. Your upline can help you use your time more efficiently, as well, if you are coachable and will take direction from him on what to do, what not to do, what priorities to set, etc. You set your own goals and your experienced upline will help you reach them. However, be sure to be considerate of your upline’s time and other commitments (after all, by definition, a successful upline distributor has other “legs” to serve). Follow their direction in confirming appointments, etc., in order not to waste your upline’s time on a poorly attended meeting you set up but did not properly confirm. Remember, when it comes to inviting prospects to a meeting, “I’ll be there” usually means “Maybe I’ll be there”, “I’ll try to be there” frequently means “I probably won’t be there”, and “I’m not sure” usually means “I absolutely, positively won’t be there!”. Let your upline teach you how to get firm, dependable commitments from prospects before you drag him to a poorly attended meeting. That is time he could have used more productively.

4. Encourage your upline to work in your downline.

If you’ve got a particularly excited and coachable downline distributor, get them hooked up with your successful upline -- and watch the sparks fly! The deeper you and your successful upline work in your downline, the greater the ripple effect in your organization. Imagine the excitement it would generate if your upline were to help someone 6 levels deep in your organization, to sponsor several new distributors, and to generate several thousand dollars in volume!

5. Teach your downline the same principles -- DUPLICATE, DUPLICATE, DUPLICATE!!

Follow the proven path! Do not be so busy telling your upline what you think you need to know, that you miss what you really need to know! Be a sponge for information, not a fire hose. Remember, no matter your background, or success level, you are new at THIS! The tools and methodologies we use are tried and tested over literally thousands of people from every background possible. Chances are, whatever you are thinking has already been done. So save yourself lots of time and frustration and come to our team ready to learn. Be coachable!

Act Like an Upline

As a new distributor, the sooner you start thinking like an upline instead of a downline, the sooner your business will become successful. Obviously, the fact that you're in business means you are someone's downline. And, if you've sponsored anyone, then technically you're an upline. However, your success as a Nikken distributor depends on how you see yourself functioning in your business more than where your name shows up on a genealogy report. Your responsibility as a downline is to learn what works and what doesn't from your upline. In fact, you would be wise to make sure you model the behavior of only the successful members of your upline!

Your business really becomes yours when you fully assume your role as an upline. What does that mean? Among other things, it includes:

- Attending Wellness Previews and training sessions regularly to expand your knowledge, support your new distributors, and learn how to conduct these sessions yourself as your business expands.
- Nurturing new distributors until they become comfortable with the business, products, marketing plan, etc. While your upline will be happy to help, don't leave the "care and feeding" of your budding downline to your sponsor or anyone else.
- Finding out what your downline distributors want out of their endeavors and helping them reach their goals, not imposing your own objectives on them.
- Being willing and available to answer questions whenever the need arises. This may call for unusual hours, especially if your business develops in other parts of the country. (Nikken's North American market expands 8 time zones.)
- Closely monitoring your downline report via the eNikken towards the end of the month. Don't allow a new distributor to miss qualifying for another level by just a few dollars. Introduce yourself (by phone) to new distributors in your downline whom you spot on the downline report.
- Passing important information on to your downline. This includes meeting schedules, new tools available -- anything you would like to know if you did not already know it.
- Being an example of success. Don't ever settle into a 'management only' mode. Stay creative, continue to help others, sell products, and sponsor. New people are the lifeblood of your business.
- Having fun with your downline! Enjoy the associations you are forming and take advantage of opportunities to "bond" with the members of your network. Enjoy the upward reach with them!!