



Proper Use of the Balance Wheel for Prospecting

Welcome to Nikken! As a new Nikken distributor or consultant, I would like to offer you my own personal guide to succeeding in your business. Within this document are the tools that I have used in my own business and have found to be exceptional in developing my business over the years. I am sure that if you use these tools that you can be successful, too!

Getting Started

Set an appointment (at least one hour long) with the prospect to get to know each other. You want to find out more about this person and also learn what he (or she) may be looking to improve on in his life. Health? Finances? Time with family?

I like to make an appointment at a coffee shop or restaurant and make sure I position myself near a clock on the wall if at all possible. You must make sure that you position yourself so you are facing each other and making eye contact. A table or a booth is fine, but make sure you are sitting across from the prospect.

You will want the prospect to talk for 35-40 minutes about himself; you only need about 10 minutes at the end for your part. This is why having a clock to see makes it easier.

The only item you need with you is the attached Balance Wheel Brochure. No Products.

You want to have an appointment for coffee or lunch with your new prospect. However, you may be the A in an ABC with one of your new wellness consultants. This may be someone that you have just met at a Chamber event or a function of some type. You connect with them and want to set up a time to get to know them better. Could be someone new in your neighborhood that you just met recently. (By the way, this can be done long distance as long as you e-mail them the balance wheel first.)

You agree to meet with them to get to know them better. After you have ordered your meal or coffee, you do a little chit chat and then you go to work. (NOTE: You must be in control of this visit.) They don't know that, but you do. Remember, you are the CEO of your Nikken business and must be in control of it at all times. Ask them about themselves and let them talk. Tell them "I am so anxious to get to know you better" and find out more about you and what you do and where you are from, etc.

Examples of questions

- Where were they born? How long did they live there? Brothers, sisters, etc?



- Where did they go to school? Where did they go to college and what was their major?
- How long have you been married? (If they are) What does your husband do?
- Does he enjoy his work? How long has he worked there?
- How many children and tell me about them? Are they into music, sports?
- (Example) Have you always worked as a nurse? What do you like most about it?
- What do you least like about it? LISTEN, LISTEN, LISTEN, LISTEN
- What are your hobbies? (Example) Tell me a little about scuba diving, I have met a lot of people that have done that. I never had the nerve to try it. I would like to know more about it.
- Can you explain how you got started doing it? (again, this is an example)
- Does your family travel much? What are some of your hobbies?

Managing the Discussion

They will LOVE telling you about them and they will think you are the most interesting person. Why? Because YOU showed an interest in them. Most Wellness Consultants just DUMP all over their prospect about NIKKEN. You are showing an interest in THEM. You are most likely the first person in AGES that has asked them this much about THEM. They will talk for about 20-30 minutes and that is exactly what you want.

Any time they try to stop you and find out about YOU, divert them and tell them you will, but please (Betty) finish that part about your son's baseball game that you were telling me about when he got injured. NOTE: Listen about the injury (product need?) ALWAYS BE LISTENING FOR KEY THINGS.

After they have talked for about 20-30 minutes (watch the clock). Then you say. _____, you asked me earlier what I do and I was so interested in you and your family, I wanted you to finish. I feel I really have gotten to know you. Thanks so much for sharing. You certainly have had an interesting background.

NOW, you only need about 10 –15 minutes to talk and get the appointment or agreement to move forward and share more information

_____as far as what we do, let me explain. We have the most interesting International business.

We are International Business and Wellness Consultants. We consult with people and show them how to put more balance in their lives by looking at the balance wheel and identifying



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their needs. May I ask you a question? Would you agree that it is important to have better balance in our lives?

(They say) Of course. Then you will most likely find this very interesting as most people do. With your permission, may I show you what I mean? (They say) Sure, please do.

Now pull out the Color Balance Wheel and put it in front of them. NOTE: You also have one that is laminated that you KEEP. They can keep the other one for themselves.

This is our company philosophy. ____ Let me ask you a question, have you ever seen a company philosophy anything like this? Promoting Healthy Body, Healthy Mind, Healthy Family, Healthy Society and Healthy Finances? I never had and I had worked with 4 different companies before we started working "with" Nikken. Wouldn't you agree this is pretty unique? Balance in our lives.

How important is that? Very, they say. (You bet it is) Our lives were way out of balance before we became part of Nikken 14 years ago. We were working so hard for employers, we hardly had any time for each other. Now, we have an entirely new life together and our lives are in complete balance.

May I show you something very interesting? I think you will like what you are about to see. Ask them to check off 2 or more of these pillars that they would like to improve on in their lives "right now". (I ask them to take a pen and check them off right now) They will do that.

They check their areas. They check off Body and Finances. You ask them what made you check off Body and Finances? (This is an example) You know what is so interesting _____ about 80% of the people that we consult with, guess what areas they check off? Exactly body and finances, do you know what that tells us? That you are like most of the other people out there. Isn't that interesting. NOTE: (this is true folks, 80% of the people check off body and finances or family and finances.)

Now listen to what they say and why they checked those off. You feed it back to them and then when you are done, you ask them. ____ Let me ask you, why did you check off body and why is that important to you? LISTEN TO WHAT THEY SAY. So what I'm hearing you say ____ is the reason you checked that off is ----- . They know you have listened to what they said. Thanks for sharing. Now why did you check off finances? Now, feed it back to them so they know you heard what they said. So what I heard is you would like to have more income each month, is that what I heard? THIS FEEDBACK IS CRITICAL!



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_____, If you keep on doing what you are doing now, what will change in 5 years? What will change in 10 years? What will you have changed to improve your health? How will your finances have changed? Most people find that if they keep on doing what they are doing, nothing changes. Would you really like to find out how you could improve in the areas that you just checked off? OK, good, so you are open to listening for other options? Great. May I share something with you? OK, thank you.

_____ We have been with Nikken for _____ years now and have helped so many people be able to feel better, have more energy, spend more time with their family, earn more money, etc. We don't know if you would have any interest in what we have to offer, but it would only take a total of 3 to 4 hours for you to get better informed and evaluate this offer.

Would you be willing to take a total of 3-4 hours to see if what Nikken has to offer might appeal to you? Let me add _____, this will take about a week or 10 days for you to get you enough information to make an intelligent decision. We are not doing all of this today. Is this fair enough?

You would take the time, GREAT Here are your options and I will explain _____

We can start with a CD/DVD (Discover It, Live It) (or Success Magazine) (or Dennis Williams Wellness Preview DVD) and by the way go ahead and keep this Balance Wheel brochure.

Or, we can do a technology product demo for you at your home or mine. (Include the rollout when you do this one)

Another option you have is to have to attend one of our local events here in our area (in home or WP). When we have done that together, you and I will have an opportunity to evaluate everything and make an intelligent decision as to whether or not we want to be business partners together.

Fair Enough? Great, which part would you like to start with first? Information stage? Technology Demo? Local event?

Information, Good, let me get the lunch tab and we will head out for the parking lot and I will loan you a CD/DVD plus this brochure, OK?

_____ I will get back with you within 48 hours to see what you liked about the information you will be reviewing, fair enough? Great, I give you a call this coming Wednesday evening about 7pm?

Sound good? Ok, talk to you then.



Summary

Now, if anyone would like some help with this, send me an e-mail and we can schedule a personal phone call to do a role-play with this. I DO NOT CHARGE FOR THIS TRAINING.

We are your upline and never charge for helping any of you, EVER. Or, give us a phone call (828-256-7635) Eastern Time and we can set a time to train you using this. This procedure has helped our business MORE THAN ANYTHING WE HAVE DONE, as far as our prospecting technique. Thanks to Royal Diamond Trish Schwinkler. Thanks, any questions at all, please contact me at gew1938@earthlink.net or (828) 256-7635.