



How to Pre-qualify Your Prospect

Too often, a wellness consultant “dumps all over their prospect” only to find they aren’t someone really suited for their Nikken business in the first place. Why not find out “right up front” if they are someone you could easily work with in your business. Pre-qualifying is done in many businesses: Real Estate, Insurance, Auto Sales, Mortgage Banking and many others as well. So let’s see how to pre-qualify someone for your Nikken business.

When you come in contact with someone new you usually engage in a short conversation with them. Maybe it’s someone you meet in the grocery store and you start to chat with them. During your short conversation, you happen to ask what they do for a living. They tell you they are a realtor with RE/MAX. Generally they follow up by asking what you do. I hope, at this point, you do not tell them you’re a Nikken distributor. What does being a Nikken distributor mean to them? NOTHING. They probably never heard the name Nikken and have no idea what a Nikken distributor is. Some may think “I know what this is – he just wants me to buy something from him”. (If they don’t ask you what you do, then you say: Now you have me at a disadvantage because you have no idea what I do) They will then ask you, trust me, this works.

So, you reply to their question saying, “I am an International Business and Wellness Consultant and own my own business. Now they are wondering and ask, “What exactly is that?” Or possibly, “that sounds interesting, what is that all about?”

Use their name if you have it. “John, let me answer your question. Are you someone who is concerned about prevention and staying healthy or do you usually just leave everything up to your doctor? They might say, “I’m not exactly sure I know what you mean”. You reply, “OK, for example, if you had a bad knee, would you try various treatments first for relief of your problem or would you go directly to the doctor and get a prescription or consider a possible knee surgery?” (Now make sure they know, in this case, their knee problem is from an old injury and just bothers them now and then and is not something that could be a serious condition)

If they say: “I do whatever my doctor recommends. I don’t believe in that other stuff like massage, acupuncture, etc. Why do you ask? Your reply, “Oh, I’m just curious” and think to yourself...NEXT! They just disqualified themselves as far as any interest in alternative modalities. They are locked into their doctor for everything and that’s fine. Leave them alone and remember...NEXT! Folks, we are in the sorting business and NOT the convincing business. We look for the type of person that is looking for what we might have that could help them; in other words, someone with an open mind for alternative options for better health.



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OK, you have just used one of the two pre-qualifiers. Now you're ready for the second one - and you must use both of them in order to complete your pre-qualifier. Never assume they may have no interest in your business. How would you know? Don't pre-judge.

If they answer that they use massage, nutritionals, acupuncture, if needed, or makes any statement that leads you to believe they are open minded about better health, you say, "With your permission let me ask you one last question. (By asking permission to continue, you find out if they are interested in what you're saying and has the time to listen right then.) They might reply, Sure, what's the question? You say, are you someone who keeps their business options open? They will normally say this "It depends upon what it is." You say, "OK, if I could show you an International Wellness business that you could do part-time from your home, without interfering with your position at RE/MAX, would you be interested in knowing more about what it is?" They might say "No Way! I was in business for myself once and never again." Instead of just saying "OK" and walking off, you need to get more information from them about what type of business it was. So you ask..."Can you tell me more about what kind of business it was?"

They may NOT have any desire to be in business again. However, by asking some questions that show your interest, it might just open up a door. Maybe they had a business that required 12-hour days with payroll, employees and a lot of headaches. I can understand how you feel and would feel the same way for sure. However, our business is NOT the typical business that requires you to be there all the time. Our business is about leveraging time. If they are still saying no, then it is...NEXT. The clock is ticking and you go on and meet someone else. Now, if the person is open to Alternative Modalities and they are curious to know more about what your business is all about, you have a viable prospect. Now is the time to make an appointment for lunch, coffee or just sitting down somewhere for an hour or so to learn more about each other. Also, they could be interested to know about a business that they can do part-time and does not interfere with what they are currently doing. In other words, they are curious to know more about this International Business of yours.

So all you say is this, "John, do you have an opportunities to get out for lunch? It would give us the chance to sit down and find out a bit about each other. You never know when I might need a realtor, plus I always like meeting new people." (Who doesn't like to hear this?) "Sure", he says,"I would like that". Then you say, "Well, why don't you give me your card and I'll call you at the office tomorrow so we can set up a time for lunch, OK"? "Sure", he says, "that would be great, here's my card." You reply with something like "Thanks, I look forward to talking with you tomorrow." Now you have a qualified person who is interested in better health and alternative modalities, and who is also interested in finding out what this International Business is. If at this point he asks what company you work with, by all means tell him! "I am affiliated with Nikken,



Inc. the only total health and wellness company in the world. But do not go into any details right then. If he asks, tell him you don't have the time right now but will be happy to explain when we meet for lunch, coffee or whatever the two of you have agreed on.

When you have the appointment you should use the Balance Wheel, which is at this same training link. Be sure to print out one of the Balance Wheels (in color, not black and white) before you plan on meeting with someone, and study and learn the script that goes with it.

If you will pre-qualify people, then use the Balance Wheel to prospect them when you have the appointment, you will see dramatic changes for the better in your prospecting. Get yourself into action using this system. We are in a numbers business, not a convincing business. Go through the numbers and ask the pre-qualifying questions as I have shown. Remember, THIS IS YOUR BUSINESS and you are the CEO of your business, which means you get to PICK WHO YOU WANT TO WORK WITH in your business.

When your prospect goes over the Balance Wheel with you, they will tell you what they are looking for in their life at the present time and you don't have to "dump all over them" about Nikken. You will know what they because THEY TOLD YOU SO.

It doesn't get any easier than this. You learn how to ask the questions and they will give you the answers you are looking for; again, no convincing, just sorting, and looking for people that are looking for us.

Presentation Binder

Here is an idea that might help a lot of you. I do not believe in handing out a lot of catalogs. Most people never look at them once they get home. If they ask you for a catalog, just tell them you don't have an extra one with you. That is why we have a PWS (personal website) from Nikken. Send them to your Nikken website, which should be printed on your business card. Invest in a nice 3-ring binder, one that has a nice vinyl or leather cover. Remember, you are a professional, Take one of the Nikken product catalogs and get some sheet protectors. Now take one catalog and get a sharp knife or cutter. Cut each page out of the catalog, page by page. Take each page, in the same order front to back as the catalog, place in the sheet protectors and insert them into the 3-ring binder. Now you have your catalog in an easily presentable form.

This is your presentation binder, so hold on to it. Do not loan it out to anyone.

Get some small self-stick tabs that you can write on. Put 'Rest and Relaxation' on one, 'Environment' on another, 'Nutrition' on another, and 'Fitness' on another. You can now flip to



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the category you need to if a product question comes up during a get together. An additional tab will have on it 'Business' and this goes towards the back of the binder. I save magazine covers that relate to Layoffs, Downsizing, People Can't Sleep, Side effects of RX, etc. Watch the magazine racks, as there are a lot of good issues out there. Generally it is Newsweek or US News and World Report. Put the magazine covers in sheet protectors in the back section under the Business tab. I call this section "Shock Therapy". Show them why our "timing" is critical now in our business. Take one of your full color Balance Wheels, have it laminated and hole punched, and place this in the front of your 3-ring binder. Have a few more Balance Wheels (in full color) and put them pocket area inside the front cover. When I meet a prospect, this binder is all that I take in with me. If you wish, you can take in a small laptop computer if you plane on showing them a PowerPoint slide show. Place a DVD or CD inside the pocket as well. The only product I have is the magsteps inside of my dress loafers. Do NOT take in a bag or case with lots of "stuff" as it is not necessary at this first meeting. It becomes overkill to them.

Now go to the Balance Wheel section next and study and learn that and you are ready to prospect!

Good Luck and Happy Prospecting!