

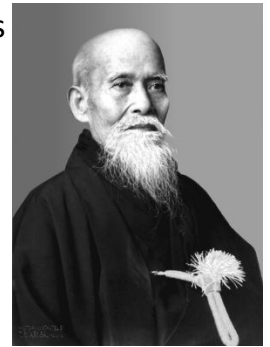


How to Convert "No" into "Yes!"

Using the ancient art of Ambit Aikido

When Morihei Ueshiba developed the Japanese martial art of Aikido, his goal was to create an art form that one could use to defend themselves while simultaneously protecting their attacker from injury. Aikido is translated as "the Way of the harmonious spirit" or "the Way of unifying with life energy."

Rather than opposing the force of the attacker with head-on conflict, the Aikido artist or practitioner seeks to redirect the attacker's energy in a way that diffuses the conflict and protects rather than defeats. Though there are many different forms of Aikido, virtually all share a spiritual concern for the well-being of the attacker.



While I am a novice student of the philosophy and not at all a practitioner, I've recently begun to consider the fundamentals of Aikido and how they might apply to the work we do in our Ambit Energy businesses as we relate to potential customers and consultants.

While those we seek to work with either as customers or business partners are not in any real sense our adversaries, the way a relationship begins to take shape as we talk with them about the Ambit opportunity can, at times, become almost adversarial. And, if we're not careful, the way in which we approach people may unintentionally turn them into adversaries ... at least temporarily.

Adversarial or contentious relationships rarely become productive or profitable. Using *Ambit Aikido* allows us to blend our opportunity with the forces of conflict and objection so that we may redirect those energies in a more favorable direction ... toward our opportunity rather than away.

Identifying with a prospect in an honest and emotional way and aligning the Ambit message with their goals removes suspicion, reduces tension, eliminates conflict and leads the prospect along the path you have chosen for them while protecting both of you from harm.

The Basics of Ambit Aikido

Become Grounded - The Aikido student seeks the confidence of the master through daily practice. An Ambit master is confident in their own expertise yet they are aware of what they do not know. They seek to create partnerships or alliances through which opportunities are presented to learn from others and to make their strengths a part of our business. In this way, we transcend our own limitations.

Be Relaxed - Rather than attempt to do everything well, focus on your goal. Through your daily practice of the *invitation* and eventually the *presentation*, you will use your knowledge and your intuition to guide you toward the best path for you and your potential customer or partner. You will know how to use all of the resources at your disposal and you will know how and when to use them best.

Be Aware - Don't fear the competition or the obstacles you face in your business. Seek to *know* your competition and to understand the needs and desires of your potential partners. Know your own place in the business and in the dance of life shared between you and those you seek to bring into your business either as customers or team members. Awareness combined with practice leads to authentic business that flows naturally. In Ambit we express this is "doing Ambit when we are out" rather than consciously going out to "do" Ambit.

Extend Yourself - Reach out to those you would bring to Ambit while remaining centered within your business. Know that your center or your core values are those things that keep you authentic and worthy of the trust of others. Your value to others through the service you bring is founded upon your core principles in business and in life.

Cease Resistance - Understand that resistance is naturally met with resistance. Seek to understand what your partner's true needs are and adjust your own approach to better align with their desires and goals. If you are struggling to effectively communicate the opportunity, be willing to adjust and experiment with another approach to which your potential partner may offer less resistance.

Lead - The best marketing is pro-actively persuasive. We must gently lead our potential customer or consultant rather than follow them. Knowing what they need provides instruction as to how we may lead best. It allows us to anticipate their emotions and objections and it offers us a way to prepare ourselves to redirect that energy effectively. But to be a leader we must first be a follower. To be a master we must first be a student. Leadership is empowered by confidence which grows naturally from the practice of followership.

See the Big Picture - Understand that what you bring to your potential customers or consultants is not about you but rather almost entirely about what *they* need. Know specifically and confidently how what you bring as a service or as a business partner adds value to their lives. When you can focus on bringing value and success to the lives of others, your own success is virtually assured.

Lose to Win - Make short-term adjustments and refinements with the long-term goal clearly in focus. Taking a loss in the short term, if it's strategically designed to help you reach your goals in the long term, is the mark of fine tactician.

Lose the ego.

Lose the need to be right.

Lose the need to win or to win-over.

Lose the focus on self-interest and focus instead on service.

Lose the *need* to lead so that you may become a leader in the truest sense; a servant leader.

Do not "attack" your prospects with your solution. Rather, elicit from them their challenges so that you may show them how you and your service provide the solution they need to achieve their goals.



Rather than pushing the opportunity on others, creating resistance and conflict in the process, we may be far better served in our business by understanding our prospect's needs and goals -- their "why" -- and crafting an artful invitation to take a look at the solution we have to offer.

Rather than resisting the conflict inherent in objection, redirect that energy through the confident and non-confrontational use of the resources you have at your command. Protect their egos and emotions by identifying with how they think and feel. This allows defense mechanisms to disengage and that's when the opportunity to lead your prospect to your opportunity begins.

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Very few of us are *Ambit* masters. The vast majority of us are students seeking mastery. We will, at times, get our lip bloodied because we fail to effectively clear an obstacle or diffuse the energy in an objection. Look at these events not as setbacks or failures.

Rather, look at them as opportunities to reflect upon what could have been done differently so the next time the opportunity arises, you will be one small step closer to mastery. Use the experience found in your team and in your upline to help you practice your routines and your moves.

Using *Ambit Aikido* does **not** assure the outcome you desire. But it just may shift the odds substantially in your favor. And it goes as far as possible toward assuring that the relationship you have with that person remains as intact as you want it to be.

To your success,

A handwritten signature in black ink, appearing to read "Todd Pegelow". The signature is stylized with a large, sweeping initial "T" and "P".

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Todd Pegelow
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