

# PROFILE of a CHAMPION

## *Behrooz Tahririha*

Behrooz came to Canada from the Philippines in 1982 with an engineering degree and naturalist trained in Persian Traditional Medicine and Chinese Herbal Medicine. Once here, he began expanding his knowledge of natural health products and alternative medicine through colleges, seminars and teachers throughout Canada and the U.S.A. It was during training in iridology and nutritional medicine with the late Dr. Bernard Jensen, that he first learned about NSP. "You see, until that time I had tried many different herbal products from health food stores and two other direct sales companies, but was not very impressed. Talking about herbal products, Dr. Jensen at one point began to talk about quality, service and integrity — this was exactly what I was looking for. When referring to the company with the highest quality standards, Dr. Jensen only gave one name: Nature's Sunshine. This hit me very hard and deep, since I was searching for the best company to work with at that time." After using NSP products with clients and seeing the results, in 1994 Behrooz decided to open an NSP account and become a distributor and has focused on using NSP products ever since.

Today, Behrooz and wife Elaine run a successful clinic and NSP business in Alberta. They just recently came back from NSP's Top Achievers' Club exotic trip as recognition for their business achievements with NSP. Congratulations!

### **Why Nature's Sunshine?**

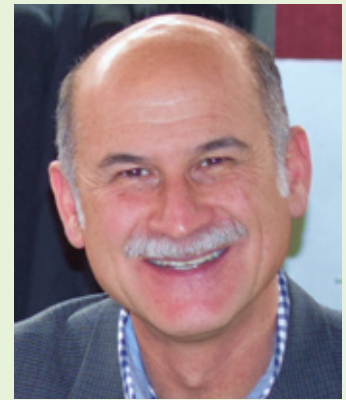
"I love our company's commitment to 'high quality, integrity and service' but what I love even more is the way people work together at the head office. They know that the quality of support they provide for us in the field, determines our level of success. We are not perfect, but we strive to improve regularly."

### **Your 3 keys to success:**

1. Acquire people skills. Understand and care about your clients.
2. Acquire an ethical business mindset. We are conducting people-to-people business and we need to be professional in all our dealings.
3. Learn the NSP Marketing/Compensation Plan. Understand how to maximize the benefits the marketing plan offers to build a sustainable business.

### **What's your ultimate goal?**

"For me, doing all this is for a reason: my reason is to contribute to the betterment of our society by correcting our health care mentality as well as our corporate and governmental policies. In our world, we have turned a lot of things upside down. 'People are to be loved, things are to be used and not the other way around,' says the Dalai Lama."



*Behrooz Tahririha*

### **How I grow my business**

"People ask me how I grow my business. The answer to this question has many parts, but one thing I feel compelled to share is the part that can be summed up in one word: FOCUS. I was talking about this with my upline manager, Eugene Orr, and we both concurred that without focusing one's energy and thought will be scattered among many things and none of those things will ever get much results. There is an old Persian saying, 'you can't carry two big watermelons at the same time.' This means that if you want to achieve any worthy goal in life, you need to focus all your thought energy and time on it."

### **How I develop new Managers**

"One must be ready to share nutritional information at any time. The new customer or client may show up any time, and some of them are going to be your new managers. I believe this business is for everybody, and people need to be informed by us and they will have to decide whether they want to be a customer, a promoter, or an educator. And by educator I mean one of us."