

INCREASING THE NUMBER & QUALITY OF REFERRALS YOU PASS



An **ADVOCATOR** is a passive believer...

- * An ADVOCATOR'S referrals are mostly those that **fall into their laps**.
- * They get a phone call or eMail ... "Do you know anyone who can _____."
- * They're NOT comfortable explaining your products and services.
- * All of us who **interact with people** everyday & are good listeners, should at least bring some good passive referrals every month.



A **PROMOTER** is an active participator...

- * A PROMOTER proactively has his fellow BNI members on his mind whenever he's about to communicate with people.
- * He's a **very good listener** - listening for clues that could lead to a referral.
- * He's **always on the hunt**, looking for a need that could be turned into a referral.
- * A PROMOTER is comfortable explaining what **SETS YOU APART** from your competition.



A **CREATOR** - seals the deal - he gives hot referrals...

- * A CREATOR produces referral opportunities by **actively engaging** in selling your products and services.
- * They know how to **uncover an unrealized need** in a prospective referral.
- * A CREATOR knows, likes & trusts you - he believes in you - he's spent time with you & you've won his confidence.
- * A CREATOR is like having an expert salesperson in your company - without a salary to pay.

Progression comes with *diligent application over time* and the *pursuit to develop your networking skills*.