

GOALS, STANDARDS & INVITING

for BNI 'Money Source' Chapter

For BNI info --> www.FishHawkProperty.com - click on 'Popular Links' & PageDn to bottom

BNI is all about what happens between meetings - each member **doing the basics** well.

GOALS for EACH Member...

- * Do two 1on1's a week = know, like & trust = 80% of referrals given & received
- * Bring 1.5 to 2.5 referrals a week - keep track of referrals given & received
- * Bring 1 or more visitors a month by inviting someone every week
- * Do 2 Follow-up calls to invited visitors a week - by Tuesday or Wednesday am
- * Prepare a VERY SPECIFIC & catchy **30 second infomercial** each week - aim to win the trophy!!
- * Fully stock your '**Business Card Holder**', keep it with you & hand out 2+ cards a week
- * **Training** - 4+ CEU's per month (Chapter Educational Units) - learn to earn...
Attend / Purchase & read BNI prescribed books / Listen to BNI CD's.

All **this information is recorded** on the slips we fill in & is tabulated to check we're on track to meet the GOALS set by our 'Money Source' leadership team.

BNI SETS HIGH STANDARDS **creating credibility for referability**

- * Arrive on **time** & stay for the entire meeting - 7:30-9a - plan to arrive 5-10 minutes early to get more networking time in - 7:31a is marked as ½ an absentee.
- * Your business needs **100% representation** at 52 BNI meetings a year - try never to use the 3 meeting absentee allowance over 6 months - a partner, happy customer or friend can sub for you - if you're stuck for a sub Smiley's wife, Marlene, will gladly sub for you - just call the day before.
- * Attend **MSP training** within your first 2 months (Member Success Program).
- * **Complete** your white 'Member Orientation Guide' & 'Member Bio Sheet' within 7 days - give a copy of your bio sheet to the Secretary/Treasurer.
- * Be an **enthusiastic participator** - BNI WORKS very well for those who are.

HOW TO CORRECTLY INVITE BUSINESS PROFESSIONALS TO A BNI MEETING

Hi _____, this is _____ with _____ .

I have been working with a great group of business professionals that meet solely to refer business to each other.

Q1 - Are you looking to expand your business?

(if "No" then ask, "Do you know of another great 'Accountant/etc.' here in town")

Q2 - Do you rely on referrals to grow your business?

(if "No" then ask, "Do you know of another great 'Accountant/etc.' here in town")

Q3 - Would you like me to introduce you to a great group of business professionals that would have interest in passing you a lot of referrals over time?

(if "Yes" invite them to Thursday's breakfast

if "No" say, "No problem. Can you recommend another great 'Accountant/etc.' because this group does have a lot of referral business to pass) - now your next call is a referral rather than a cold call.

With a little practice 6 out of 10 invitee's should attend a breakfast.