Member Success Program

Welcome and Presentations

Registration (envelope)

Referral Curve
Open Masters of Networking book to Martin Lawson’s Confidence Curve and hold it up

The BNI Agenda
• Open Networking
• 60 Second Presentations
• 10-12 Minute Presentations
• Referrals and Testimonials

60 Second Presentations
Plant seed for advanced trainings

10 Minute Presentations
Plant seed for advanced trainings

What is a Good Referral?
Plant seed for advanced trainings

Attendance Policy (and subs)

How to Invite

BNI Tools
• Gray name badges, small business card holder
• One-to-One Dance Cards
• Books

Top Ten Things

Close – “What did you like Most?”

Take Class Photo

What you do inside and outside the meeting impacts the curve!

Please contact your local BNI Director at any time with questions about BNI or to refer a friend or associate to a chapter near them.

Thank you for attending Member Success Program!

If you liked Member Success Program, give a testimonial at your next BNI meeting.
Referral Curve Worksheet

Say: The purpose of the referral curve is to show how you can expect the number of referrals to increase, over time, through your participation in BNI.

Draw the curve first and talk about trust: Then talk about tangible vs. intangible.

Then brainstorm (and list) inside and outside strategies, and tell stories.

**Inside the Meeting:**

- Open Networking
- 60 Second Presentation
- 10 Minute Presentation
- Pass Referrals or Give Testimonials (do 1-to-1’s to get testimonials)
- Turn off cell phone
- Serve on Leadership Team
- Serve as:
  - Membership Committee
  - Visitor Host
  - Education Coordinator

**Outside the Meeting:**

- Follow up!
- Do One-to-One Meetings
- Carry your Business Card Holder
- Invite prospective members
- Practice open, honest communication
- Thank your referral sources
- Listen for referrals
- Send thank-you cards

Finish with “BNI is not a get rich quick scheme” and the metal fabricator story.
Break your business/profession down to its critical parts (specific products or services, selected "target markets,” particular benefits, etc…) Include the support material (brochures, letters, references, samples, pictures, etc…) that will support each LCD.

<table>
<thead>
<tr>
<th>LCD</th>
<th>SUPPORT MATERIAL</th>
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<td>5.</td>
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Write the outline on the flip chart:

I. Intro (be brief)
   i. Name
   ii. Company
   iii. Profession

II. LCD – Give One

III. Talk about the LCD

IV. Do the ASK!

V. Name, company, memory hook

Draw the funnel on the flip chart:
Read this example:

My name is Tom Kidd, from Gull Shores Jewelry. I sell jewelry.

Today, I’m going to talk about senior class rings.

Here’s how it works the senior class ring process works. A high school will typically work with a specific jeweler to provide class rings to their seniors. The high school sends students to the jeweler to be fitted and to place an order. When the order comes in, the jeweler lets his contact, from the high school, know that the rings are in. Then, the school sends students to the store to pick up the rings.

The person who coordinates this at Kalamazoo High School is the principal. Today, I’d like a personal introduction to the principal of Kalamazoo High School. I have tried calling for three years, but, every time, the principal’s secretary blocks my call out and I can’t get through!

Again, my name is Tom Kidd with Gull Shores Jewelry.

Then have participants create their own 60 second presentations on this blank page in the manual.
<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>DON’T</strong></th>
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<tbody>
<tr>
<td>Do give three 60 second presentations</td>
<td>Don’t give a laundry list of features (don’t “download” everything you do)</td>
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<tr>
<td>Do use real life success stories</td>
<td>Don’t say “anybody” or “full service”</td>
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<tr>
<td>Do say: “If you have questions, I’m available after the meeting or for one-to-ones”</td>
<td>Don’t open it up for questions</td>
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<tr>
<td>Do use a technical partner and bring copies if doing Power Point</td>
<td>Don’t forget a door prize!</td>
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<tr>
<td>Do Practice, Practice, Practice!</td>
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How to Give Good Referrals
(excerpted from “BNI Member Orientation Guide)

Go through this information.

The definition of a referral: The opportunity to do business with someone who is in the market to buy your product or service. (It’s not a guaranteed sale, but an open door to discuss your business.)

In giving a good referral there are six points to follow:

1. Listen for a need from someone you’ve met. A good networker has two ears and one mouth, and uses them both proportionally.

2. Tell the individual you know someone who can provide that service.

3. If you’ve done business with the member, tell about your experience.

4. Give out the business card of the person you are referring and ask for the individual’s card.

5. Ask if it’s okay to have the member call.

6. If the answer is yes, fill out a referral slip and give it to the chapter member at the next meeting.

Here are some examples of a good referral:

**Hot Referral**- Someone needs a phone system for a new office. A member of BNI gave him your business card and he is expecting your call.

**Warm Referral**- Someone is new to the area and needs a good chiropractor. A member of BNI gave her your business card and she wants you to call her next week.

**Tepid Referral**- Someone is shopping for auto insurance and is interested in a quote from your company. A member of BNI gave him your business card and you should call him soon.
What is a Good Referral?

1. This is the trainer.

2. This is a participant.

3. This is the referral the participant asked for.

Good Referral
Policies

Have participants take turns reading specific policies 5 and 18 out loud.

General Policies
1. **Only one person from each professional classification** is permitted to join a chapter of BNI. Membership Committees of each chapter have final authority relating to classification conflicts.
2. Member must represent their primary occupation, not a part-time business.
3. The weekly meetings last for 90 minutes. Members need to arrive on time and stay for the entire 90 minutes.
4. An individual may be a member of only one chapter of BNI at any given time.
5. **Attendance is critical to the group.** If a member cannot attend, you may send a substitute (not a member of your chapter) to the meeting. This will not count as an absence. A member is allowed three absences every six months (April through September and October through March). More than this and the member’s classification is subject to being opened by the chapter’s Leadership Team or Membership Committee.
6. Members are required to bring bona-fide referrals and/or visitors to their chapter of BNI. Chapters may establish a minimum number of referrals and/or visitors that is acceptable to maintain membership.
7. Visitors may attend a chapter meeting up to two times.
8. Speakers must bring a door prize. Only members bringing a visitor or a referral are eligible for the door prize.
9. **There are no leaves of absence except for medical leaves.** A member may take up to eight weeks medical leave with the Membership Committee’s prior approval if fees are pre-paid for that period of time and an attempt is made to have someone “fill-in” during the medical leave.
10. It is the member’s responsibility to file a concern with the Membership Committee of the chapter if a visitor in any way conflicts with the member’s classification. This should be done before the visitor is approved for membership. If there are no complaints, the Membership Committee will “assume their consent.”
11. Members who wish to change their classification must submit a new a membership application and get approval from the Membership Committee for that classification change.
12. Transferring members must submit a new member application to the Membership Committee of the chapter they are transferring to for approval. If there are no complaints, the Membership Committee will “assume heir consent.”
13. In case of problems with a member, Membership Committees may, at their sole discretion, put a member on probation relating to the member’s business practices or commitment to the chapter.
14. A member’s classification may be opened for failure to comply with the policies and/or the Code of Ethics of BNI. Membership Committees of any chapter may open classifications. In the absence of a Membership Committee, the Leadership Team may fulfill that responsibility.
15. Policies are subject to change. The Leadership Team will be notified regarding all changes.
16. If the Leadership Team fulfills all responsibilities throughout their term, they will receive compensation for their fees. The Leadership Team must agree to the terms outlined in the Leadership Team Agreement in order to hold a position and must go through training before participating.
17. In the absence of a Membership Committee, the Leadership Team may act as an ad hoc Membership Committee until one is established.
18. An individual member should not be a member of any other group that allows only one person per profession and whose primary objective is to pass referrals to one another because it substantially reduces their commitment to the chapter members. Membership Committees have full authority in this area.
19. BNI membership lists are for the purpose of “giving” referrals and not for soliciting (via email, direct mail, or other means) BNI members without their prior approval.
20. All new members must attend Member Success Program (MSP) training in their region within the first 60 days of their participation. Only after attending the MSP training may the new member be added to the “speaker rotation” for the chapter. Any new members not attending the MSP training within the first 60 days after being inducted into the chapter will be subject to having their classification opened by the Membership Committee.
Substitute Program

Have participants take turns reading this out loud.

~Chapters should develop a substitute list. This list should consist of people who are available to substitute for any member on an as needed basis.

~People to consider for substitutes include: your customers, clients, patients, friends, family, employees and former members.

~If there is no conflict with a member, the substitute can mention their business understanding, however, that their primary purpose is to represent the member.

~The chapters should be aware that a substitute will be attending the meeting. The Visitor Host should be there to greet the substitute and welcome them to the meeting.

~Utilize Meeting Stimulant #28 (“Substitute Day”) occasionally.
The Attendance Policy (and subs)

**INTERNATIONAL BOARD OF ADVISORS**

An INTERNATIONAL BOARD OF ADVISORS exists to address policy issues relating to BNI. The International Board is made up of regular members (like yourself) from various chapters throughout BNI. The International Board’s purpose is to ensure that there is open communication between the membership and BNI Headquarters. If you have an issue or concern that you would like addressed by the International Board, contact your Regional/Executive Director for more information.

BNI policies come from: IBOA (members)

Who enforces BNI policies?: Membership Committee (members)

The Attendance Policy Slates: More than 3 times in 6 months without a sub equals opening of classification.

The purpose of the Attendance Policy is to:

Keep members in BNI (not kick them out!)
“How to Invite” Worksheet

Say: I’m a member of BNI. BNI is the world’s largest referral organization. We are looking for a ____________ to pass referrals to. Do you need more business?

If yes, Great! Can I reserve a place for you next day, time, place your chapter meets?

If no, I understand; 7:00 a.m. is pretty early for a business meeting. However, we are looking for a _____ to pass referrals to. Can you recommend another ____________ that needs more business?

(Make sure you’re smiling while saying this)

DO: Keep it simple! Don’t explain a BNI meeting.

DO NOT: Try to fully explain BNI.
<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>NAME</th>
<th>PHONE</th>
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<tbody>
<tr>
<td>Accountant, CPA</td>
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<td>Advertising Specialties</td>
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<td>Antique Restoration</td>
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<td>Architect</td>
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<td>Auto Body Shop</td>
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<td>Auto Repair</td>
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<td>Auto Sales</td>
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<td>Banker</td>
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<td>Bookkeeping Services</td>
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<td>Business Directory Services</td>
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<td>Business Machines/Copiers</td>
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<td>Carpet Cleaner</td>
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<td>Caterer</td>
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<td>Cellular Communications</td>
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<td>Chiropractor</td>
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<td>Cleaning Service/Residential</td>
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<td>Cleaning Service/Comm.</td>
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<td>Collection Agency</td>
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<td>Computer Sales &amp; Service</td>
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<td>Computer Training</td>
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<td>Cosmetics Sales</td>
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<td>Dentist</td>
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<td>Direct Mail Co.</td>
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<td>DJ</td>
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<td>Electrician</td>
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<td>Event Planner</td>
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<td>Financial Planner</td>
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<td>Florist</td>
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<td>Furniture Co.</td>
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<td>Gift Baskets</td>
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<td>Graphic Designer</td>
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<td>Hair Dresser</td>
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<td>Heating/AC Contractor</td>
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<td>Insurance - Life, Hlth, &amp; Dis</td>
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<td>Insurance - P&amp;C</td>
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<td>Interior Design/Residential</td>
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<td>Interior Design/Commercial</td>
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<td>Internet Service Provider</td>
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<td>Jeweler</td>
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<td>Landscaper</td>
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<td>Long Distance Sales</td>
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<td>Management Consultant</td>
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<tr>
<td>Marketing Consultant</td>
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Top 10 Things
(That used to take members 16 month to learn!)

1. “Trust Takes Time”
   (Look at the referral curve to see how it works!)

2. Stand

3. Don't say "Anyone” or “Full Service!”

4. Ask for what you want
   (Cold call or an introduction)

5. Stand and Say "I Have"
   (Give ONE testimonial if you don't have a referral)

6. Get and train your substitutes
   (Bring as your guest to a meeting!)

7. Follow-up
   (Provide great service for Tier 1's and Tier 2's)

8. Give feedback to your referral sources
   (Thank them; let them know how it went!)

9. Invite

10. Do One-to-One Dance Cards
    (Do one a week)