



Visitors Day Presentation - 5 Benefits of BNI

For our Visitors in the room, I want to thank you for coming today! You were invited here because the members in this chapter have referrals to pass to someone in your profession and they hope that person will be you! Our goal is by the end of today's meeting you will have enough information to make an educated decision on whether BNI will be a good fit for you and your business.

This morning I want to highlight the 5 benefits of BNI. I am sure the members will tell you there are actually more, and they are correct. But for today these are the main ones we will focus on. First, having a **large marketing team**. By show of hands "*How many of your business would grow if you had 45-50 people looking for business for you?*" Absolutely, I think I see everyone's hand up in the room!

Another show of hands "*How many of you can go out tomorrow and hire 45-50 salespeople?*" Hmm, that might not be realistic..... if you start to think about the costs involved it can be overwhelming! With BNI you can, you have a team of people working together to look for referral opportunities for one another. You may have already seen examples of that today with conversations during open networking. That was informal part of the meeting we all just participated in. During that part of the meeting we get a chance to casually talk with one another about referral opportunities, share stories of what our ideal client is and ask questions to identify ways to refer one another. And soon you are going to see the portion of the meeting we refer to as "Weekly Presentations" this is where each member stands and shares ____ seconds on what is going on in their business right now, in addition they also have a specific ask for the type of referral they are looking for right now.

The second benefit I am going to talk about is **exclusive marketing rights**. In BNI you will not see your competitors in the room, you have exclusive rights to talk about the profession you chose when you apply for membership. "*How many of you have competitors?*" It's OK, they are out there we all have them. But with BNI you have a chance to lock out your competition and have those exclusive marketing rights within the chapter. You build relationships with fellow members so they can learn about you and what sets you apart for your competitors. The way you obtain those exclusive marketing rights is by filling out an application and *locking in* your specific profession. We will be handing these out a bit later in the meeting so you can take advantage of that opportunity.

T +1 (209) 278-4904

E info@bnigoldcountry.com

1852 W. 11th Street, #212
Tracy, CA 95376



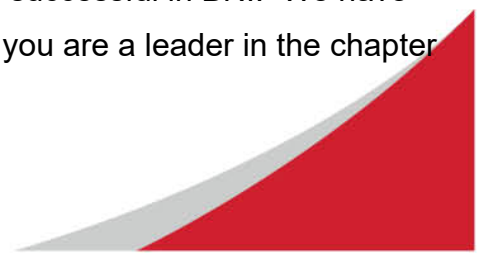


The third benefit is a continues source of new business. Members meet each and every week with a structured agenda. The agenda is designed to ensure each member has a chance to talk about what is hot in their business right now! This chapter also encourages weekly inviting of visitors, so not only to you get to market to the members but visitors as well. Today is a special day when member invite a lot of visitors all at once so they can really show off what they are doing in their community. This is a great way for everyone to obtain new business. When looking outside of BNI we have found most business owners do not know where the next referral will come from, members of BNI do know where their next referral will come from, it's from fellow members, past referrals and others that have used or heard about their services due to the relationships that are formed in the chapter. Some examples of how this happens is the BNI App, that is a tool that members use to pass referrals to one another. In addition to passing referrals on the app they can also report closed business. In BNI we track all the referrals passed and the amount of revenue it generates. By doing that each member knows the return on investment they are getting as a result of their membership in the chapter. And later you will see the I Have portion in action!

The fourth benefit is education and training. BNI is the Worlds Largest Referral Organization and that did not happen by accident. *“Would you agree that your business could be bigger and better if you had more knowledge and skills on Networking?”* YES, I am confident it would! That is why in BNI education and training is part of our culture! But honestly, *“As a business professional, do you have the time to constantly be attending workshops and seminars?”* Maybe not.....that's why in BNI we are constantly providing networking education! You can see it in just a moment when the chapter Education Coordinator gives their presentation, it's called the education moment! Each week, the chapter Education Coordinator will share networking education with members. You will hear a variety of things ranging from “How to pass a referral” to “educating your sales team” or “How to ensure a great return on your investment” really it focuses on the needs of the chapter members. In addition to the education during the meeting we also have Member Success Program. Member Success Program is an online course all new members take within their first 60 days of membership. It highlights the elements that new members need to learn early on to be successful in BNI. We have live Leadership Team Trainings which is open to all members whether you are a leader in the chapter

T +1 (209) 278-4904
E info@bnigoldcountry.com

1852 W. 11th Street, #212
Tracy, CA 95376





or not. We have BNI University which is an online program that allows you to gain tons of networking education on your own time! One thing our members will never say is that they did not receive networking education!

The fifth and final benefit I am going to talk about is lifelong relationships. Members take time to build relationships with one another it allows them to build trust. Trust is a necessary step needed to feel comfortable passing a referral someone. The great part of investing the time in getting to know one another is trust is what takes it to the next level, that is when things take off and you really see the benefits of BNI happening! It comes in the form of referrals, friends, advice and so much more! A great example of lifelong relationships in the chapter are years of membership. I would love to take a moment to highlight all our members, new and seasoned. So, to show off the years and years of experience in the room can I start by having our 1st year members stand. *Wait a moment and ask them to take a seat.* Next if you have been a member for 2-5 years, please stand. *Wait a moment and ask them to take a seat.* Now let's see our members that have been here 6-12 years. *Wait a moment and ask them to take a seat.* And last but certainly not least if you have been a member for 13 or more years please stand. *Wait a moment and ask them to take a seat.* Members usually join BNI for the increased referral opportunities, but they stay for the lifelong relationships!

Now, for our visitors in the room you will have a chance to see this chapter in action! Pay attention and see how in the last year these members generated dollars in business for one another.

Now, I am going to hand it over to the President of the chapter to take it away.

