



Visitors Day Education Moment 5 Types of Networking

There are actually 5 types of business networking. BNI is one of them.

The **first type** is called casual contact networking. Casual contact networking is where business professionals are in casual contact with each other, this could be a chamber function, business card exchange or even a PTA meeting. Now, is casual contact networking important? Yes, very! But what is something you will see at a casual contact networking function that you won't see at your BNI meeting? (Your competition)

The **second type** of networking organizations are service clubs. Different types of service clubs are Kiwanis, Rotary, Lions, Eagles, etc. What is the purpose of a service club? (To give back to the community) Are services clubs important? Yes, very! From what you know about service clubs, what is something you will see there that you won't see at your BNI meeting? (Your competition)

The **third type** is professional associations. Professional associations tend to have business professionals all in one type of industry, it could be banking, trades, health or accounting. The primary propose of professional associations is to share information and ideas with other likeminded individuals. When you are in a professional association you are likely to see, your competition! Anyone notice a theme here?

The **fourth type** we are going to talk about this morning is Social Media networking. The purpose of Social Media networking is to increase your online presence by creating credibility in your brand using your online network. Social Media marking can be done on Facebook, LinkedIn and Twitter, it is also different from the others as there is no face to face contact. When you are networking online you are likely to see your competition.

BNI is the **fifth and last type** of networking organization, it is called a hard contact networking. Hard contact networking groups only allow one person from each profession in a group. The primary purpose is building relationships and generating business for one another. Now, from what you have learned about different types of networking organizations this morning, what won't you see at your BNI meeting? (Your competition)

Now that you know more about the different types of networking, we invite you to experience our personal favorite – BNI! Learn firsthand how we build trusting relationships and create referral opportunities together.

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