

Why BNI?



What made you join **BNI**?

What got you out of bed to be at this **BNI** meeting this morning?

What do you hope to get by being at this **BNI** meeting?

What do you want today from your **BNI** Network Partners?

Why pay to belong to a **BNI Networking** group and not take advantage of all of the prescribed practices, education and training? It is a proven methodology that is very effective, but only when it is put to work. It is not Net-sit or Net-chat, it's **NETWORK**. Like everything else in life, it isn't the thing itself that matters; it is what you do with it that makes all the difference!

With your employer, your employees, your customers; what's more important? To be Loved, Liked or Trusted? **Trust, and that is what matters most with your BNI Network Partners.** How do you gain trust? Use the BNI One-to-One Dance Card Worksheet during your business meetings. You'll get better rapport, get to know your partners business deeper, increase your ability to give quality referrals and increase the ability for your partners to give more and better referrals to you.

For an Effective One-to-One Worksheet, include:



- **Bio Sheet** – A great conversation starter. Explore your common personal interests, hobbies or activities.
- **GAINS** – Share your business **G**oals, **A**ccomplishments, **I**nterests, **N**etworks and **S**kills.
- **Contact Sphere Planning** – Educate about the businesses or professions with whom you have a symbiotic relationship (mutual support).
- **Last 10 Customers** – For your best or ideal referrals, share their demographics (or characteristics, i.e., age, lifestyles, interests, etc.), their associations, how you found them, what are their hot buttons, etc.

Follow these Eight Steps for a Concise and Profitable One-to-One Meeting:

- Schedule Meeting
- Complete Planner and Worksheets
- Exchange Worksheets
- Study Worksheets
- Set Agenda & Goals
- Meet and Use Planner Worksheets (cancel meeting if worksheets are not available or assist partner in creating worksheet during the meeting; Giver's Gain!)
- Follow-up
- Schedule Next One-to-One Meeting



Two ways to help your partners know how to help you and your business grow:

1. Visit the **BNI Network Partners website** to download a .PDF template in which to create your the One-to-One Planner today!
2. Reserve your place to attend the next BNI Advance Training Workshop on **60-Second Commercials** in Southfield on **Monday, November 26th from 7:30-10:00 am** for only \$15.00 at the door! **Register Online** at www.bni-mi.com