

Supercharge Your BNI Membership and Success!

What's worse than a bad networker at a good party? A bad networker in your BNI group!

OK, nobody wants to be a party pooper, so how do you become a great networker? Here's my list of the top ways to network your way into business success.

- 1) Join a BNI networking chapter! Why?
 - a. Because it is a tried and true networking system that all the other networking groups are stealing ideas from. Only, they missed a few of the most important ideas, namely rigor, structure and philosophy. This leads me to my next recommendation.
- 2) Embrace the rigor of BNI. What is the BNI rigor? Just to mention a few:
 - a. The BNI Code of Ethics brings professionalism to the organization, its members and clients.
 - b. Show up before 7:00 AM (the start time of the meeting) so that you are ready to start networking with visitors and other successful BNI members.
 - c. If you know you must miss a meeting (you can only miss three), plan ahead and have a substitute lined-up, prepared to deliver your weekly 60-second presentation and share a testimonial and referral on your behalf.
 - d. Pay your room dues and renewal fees on a timely basis (don't make members waste time tracking you down and reminding you).
- 3) Participate in the structure of BNI. What is the BNI structure? The best way to find out is through BNI training.
 - a. The first class, Member Success Program or MSP, every member must attend in order to give their 10-Minute Presentation.
 - b. Then there are advanced classes specifically on the 10-Minute Presentation, Referrals, 60-Second Presentation and One-to-One Dance Cards (or Business Development Meetings with a member of your Sales Team). For only \$15 per class (which includes a complimentary continental breakfast) you learn the nitty-gritty secrets to BNI success.
 - c. Oh, and did I say you get to network with other BNI chapter members? That's a referral waiting to happen; directly then and there or possibly indirectly by offering to be a sub at other chapter meetings.
- 4) Exercise the philosophy of BNI every day. What is the BNI philosophy?
 - a. The core philosophy is Giver's Gain: by listening to your chapter members weekly Ask, watching and listening for opportunity's to find referrals and then making referrals. Do this and you will reap the rewards of your generosity of spirit and action.
 - b. To quote our Regional Director, Cedric McSween, "Visibility = Credibility = Profitability!" Get your VCP mojo going by taking on a role within your BNI chapter and reap the rewards.

So, be the life of the party, a successful business-person and BNI Networker. Plan it, do it, be it!

By Kathy Igoe, Career and Life Coach
Integral Life Designs at www.igoecoach.com

BNI TRAINING – SE MICHIGAN

Holiday Inn Express - Southfield [Map](#) | [Directions](#) (visit www.bni-mi.org, click on Register for Training)

25100 Northwestern Hwy

Southfield, MI 48075




Contact: [Henrietta Georgevich](#) @ 248-765-6953

Aux aids/Other info:

Member Training

 Member Success Program - Southfield * * EVENING SESSION * *	5/21/2008	6:00PM-9:00PM
	6/18/2008	6:00PM-9:00PM
	7/16/2008	6:00PM-9:00PM
	8/20/2008	6:00PM-9:00PM
	9/17/2008	6:00PM-9:00PM
	10/15/2008	6:00PM-9:00PM
	11/19/2008	6:00PM-9:00PM
	12/10/2008	6:00PM-9:00PM
 Member Success Program - Southfield * * MORNING SESSION * *	5/12/2008	7:30AM-10:30AM
	6/9/2008	7:30AM-10:30AM
	7/14/2008	7:30AM-10:30AM
	8/11/2008	7:30AM-10:30AM
	9/8/2008	7:30AM-10:30AM
	10/13/2008	7:30AM-10:30AM
	11/10/2008	7:30AM-10:30AM
	12/8/2008	7:30AM-10:30AM

Member Training - Advanced Training

 Advanced Training 1 - **10 MINUTE PRESENTATIONS** - Southfield	7/21/2008	7:30AM-10:30AM
 Advanced Training 2 - **REFERRALS** - Southfield	8/25/2008	7:30AM-10:30AM
 Advanced Training 3 - **ONE-TO-ONE DANCE CARDS** - Southfield	10/27/2008	7:30AM-10:30AM
 Advanced Training 4 - **60 SECOND COMMERCIALS** - Southfield	6/23/2008	7:30AM-10:30AM
	11/24/2008	7:30AM-10:30AM