

# Increase the Effectiveness of Your Referral Network

## An excerpt from BNI - Referrals Advanced Training August 2007

The number one reason for joining a BNI group is to give and receive referrals. By educating and training your BNI referral network, you stand to gain by the increasing quality of referrals you receive. By learning more about your fellow members businesses, you will be able to grow your effectiveness at making quality referrals. It pays to invest and receive dividends.

### Three Types of Referral Givers:

1. **Advocators** - From an advocator you can expect referrals that naturally fall into their laps. Simple referral steps:
  - a. Give testimonial
  - b. Different from competition
  - c. Give card
  - d. Ask permission
  - e. Call your member
  - f. Pass referral at the meeting
2. **Promoters** - The promoter is on the ready to assess the needs and interests of an apparent referral opportunity. They watch and listen for triggers. They tell the referral they know of someone who can help them. Referral steps:
  - a. Ask question(s) to identify a need
  - b. Ask if they have considered professional help
  - c. Overcome any objections or answer questions
  - d. See a.-f. under advocator
3. **Creators** - The creator produces referral opportunities by actively engaging in selling the products and services and marketing their fellow members. They know how to uncover a need and link two people together through introduction (in-person if possible). Referral steps:
  - a. Understand your members' businesses, products & services. Know how to sell them in addition to their products & services
  - b. Understand what marketing works for your members and how they market their business
  - c. Be able to identify what professions your members need to fill their contact sphere
  - d. Be able to identify niche market opportunities for your members
  - e. See a.-c. under promoter and a.-f. under advocator



**Consider ways in which you can become a promoter or creator for others in your network (i.e., create and share your BNI Profile, give 10-minute presentations, and...).**

**Consider ways to assist others to become promoters or creators for you (i.e., weekly set 1:1 Dance Cards and use BNI Profile, and...).**



## Effectiveness Worksheet

List three members in your chapter that fall into each category:

	They are for you:	You are for them:
Advocator:	1. 2. 3.	1. 2. 3.
Promoter:	1. 2. 3.	1. 2. 3.
Creator:	1. 2. 3.	1. 2. 3.

Look at the list above, list three action items that you can do to make an advocator a promoter for you:

- 1.
- 2.
- 3.

List three action items that you can do to make a promoter a creator for you:

- 1.
- 2.
- 3.

List three action items that you can do to become a promoter for someone that you are an advocator for:

- 1.
- 2.
- 3.

List three action items that you can do to become a creator for someone that you are a promoter for:

- 1.
- 2.
- 3.