

1. Some general info about BNI

BNI – Business International Network

- BNI's core philosophy is Givers Gain
- Networking is more like farming rather than hunting
- More than 150 000 members all over the world
- Last year over 5.4 million referrals resulting in \$6.5 billion dollars' worth of business for its members
- No competition within the chapter (called team in Sweden). Only one person per professional speciality.
- We bring visitors. You can visit a team twice before making up your mind about becoming a member
- You need references when you fill in an application
- You need to be present at every meeting (find someone who can replace you if you are not able to attend)
- There is an annual fee

- It's not so much about the occupation within each chapter, it's the individual – you are focused, you have a dream, you are willing to invest time and energy every week in order to be prepared for the meetings
- Referral marketing network
- Think of yourself as the tip of the iceberg – we are not there to do business with each other, we are there to open doors for each other to do business (I think of my team as my sales team)
- It's about education and trust
 - How can I help you? (What do you need me to do?)
 - Help me to help you (I cannot help you if I don't know what you want)
 - Effective 60 Seconds Presentation (be prepared)
 - Go to 1-2-1-meetings
 - The number of references I get depends on how good I am at telling the others what I need...

2. What happens at a meeting?

- Breakfast or lunch meetings
- Strict programme. We eat during the meeting
- Each member has a 60 Seconds Presentation
- Guests have 30 seconds. New members have 3 minutes
- Every week one member has a 10 minutes presentation
- At one point during the meeting we let the other members know what we have done during the week (networking events, 1-2-1- meetings), we give referrals and thanks you for the job. Everything is documented by BNI so that we can measure the profitability for each member)

3. Why BNI?

- increase exposure to many people and businesses
- tools to network more effectively
- up to 52 networking meetings per year
- take part in tradeshows where you can market your business and your chapter
- free workshops on networking such as MSP (Member Success Training, in Sweden MST)
- The VCP-process (Visibility, Credibility, Profitability) - a process that establishes relationships