



BUSINESS NETWORK INTERNATIONAL
The World's Leading Business Networking & Referral Organization

Belonging to **BNI** is like having a whole sales force working for you.

THE EDUCATIONAL MOMENT

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Extending
Your Eyes
and Ears

There are people all around us who are looking to grow their businesses. Bring someone you know to the BNI meeting: your therapist, your office manager, your spouse. Teach them to ask the people they meet whether they want to grow their businesses. Accept cold calls. Tell the people who call offering services to meet you at the BNI meeting and bring business cards. (Combing Podcasts 404 & 633)*

1 **Go to Other Networking Events**

Chamber of commerce meetings and trade shows are especially good because everyone there is already looking for business.

2 **Social Media: Stack Day on a Platter**

Join neighborhood groups on Facebook and LinkedIn and ask for recommendations for professions your BNI chapter needs. Send private messages to each of the people who were recommended and invite them to come to the BNI meeting on the same day. Your chapter gets its choice of new members, and you can send the others to neighboring BNI chapters..

3 **Before I Hang Up ...**

Finish every conversation by asking: "Can you recommend a great _____ (profession the chapter is looking for)?" If they say yes, call that person and say: "So and so highly recommended you. Would you be my guest at a business meeting? I'd like to introduce you to some local people."

4 **Follow Up**

Not everyone is ready to join right away, but they might still be interested. Follow up with every visitor.

5 **Deeper Dive**

- Have you gone through your Rolodex, name by name?
- Have you gone through your business card box, card by card?
- Have you gone through your checkbook register?

6 **Listen Harder**

If you put your reticular activating system to work, you will see referrals everywhere. The following phrases indicate that a person is ripe for a referral: "I can't" "I need" "I want" "I don't know"

*BNI Podcast 404: "Standing in the Middle of Referrals."
www.bnipodcast.com/2015/04/29/episode-404-standing-in-the-middle-of-referrals/

*BNI Podcast 633: "I've Invited Everyone I Know."
www.bnipodcast.com/2019/11/06/ive-invited-everyone-i-know/