



Clinton CT
Shoreline

THE EDUCATIONAL MOMENT

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

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

How BNI Power Teams are built

POWER TEAMS are that bundle of professions that are usually hanging around the same transaction, whether the beginning, middle or end. For the most part, you know what they do and how they fit into your world. Today I will suggest how you can create a Draft Board to build a Power Team. **It starts with introspection.** Get a laser focus on what you are looking for, pan your vision back out, then identify professions, then the people that would best fit in to your world.

1. Target the Market - Generally

- a. Identify a set of individuals or companies that your business hopes to serve.
 - i. This does not exclude companies that you can do business with;
 - ii. This exercise is to target companies with whom there is a greater likelihood of doing business.
- b. This helps you craft a specific message to the specific target market where your Power Team members live.
- c. Targeting a thinner piece or sliver of your overall market, you can better allocate your marketing resources.
 - i. Better spend your time;
 - ii. Better spend your dollars;
 - iii. Better spend your N*R*G.
- d. Focusing on a particular segment of your market will increase your competitive strength and awareness.**
 - i. Being in-the-thick-of-it will enable you to react more quickly to change and a more attractive Power Team player.
 - ii. You will be better able to keep your eye on the competition and see who they are working with; maybe you're a better fit?
 - iii. Your dominant reputation may make you a more attractive Power Team player.

2. Target the Market - Categories

- a. Take an aerial view of the market from 10,000 feet.
- b. See all the players in the ecosystem.
- c. Identify who the faceless players are that help solve the pieces to the puzzle.**
- d. Breakdown the list of participants and then identify who, locally wear that hat or those clothes.
 - i. What are the common qualities or characteristics?
 - ii. Age, Location, Gender, Income Level, Occupation, Personality, Attitudes, Interests, Hobbies, Lifestyle

3. Choose Your Market

- a. Based on the Market you want to focus your efforts, and the categories of customers/clients ask yourself:
 - i. Who are my favorite (3) clients?
 - ii. Where did they come from?
 - iii. Why did they buy from you?
- b. What is your competition doing?
 - i. Are they "eating YOUR lunch?"
 - ii. Why are the clients you profiled buying from them?
- c. Is your focus market too broad?**

4. Power Team Draft Board

- a. Now that you have:
 - i. Identified the ideal customer/client for you (the Who);
 - ii. Under what specific circumstances (the What); and,
 - iii. In what sort of ecosystem (the Where).
- b. Pan back to the other people and services involved in the circus.
 - i. Go (4) deep on the associated service providers.
 - ii. If you can't hit (4), compare your list to someone else in your present Power Team.
 - iii. Fill in the blanks (**Do the damn work!**)

5. Building Power Teams Summary

- a. Figure out where you want to do your most fulfilling work (one thing).
- b. Drill down. **Use titanium focus to be clear you are about your one thing.**
- c. Go back up to 10,000 feet and parachute back into the niche.
- d. ID the nameless, faceless players associated in the delivery, before, during or after you put on your show.
- e. Make the Draft Board.

Development Tool: Referral Hub Worksheet

Pick an ideal customer/client of yours. Put that customer/client in the pivot spot and then think of (8) ways that customer/client contributes to our economy.