

DISCOVER THE BNI BENEFITS  Visit [BNIShoreline.com](http://BNIShoreline.com)

MEMBER OF THE WESTERN NEW ENGLAND DISTRICT

**BNI**<sup>®</sup>

Clinton CT

**Shoreline**

**BUSINESS NETWORK INTERNATIONAL**

The World's Leading Business Networking & Referral Organization

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

## BNI Elements of Success

### THE EDUCATIONAL MOMENT

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#### 1) Complete the Basics - Tools

##### a) Tune Up Your Tools

- i) Your Website
- ii) Your FaceBook Page
- iii) Your Twitter Account
- iv) Your InstaGram Account

##### b) Complete the Basics - Resources

- i) GAINS Profile
- ii) BNI Connect Profile
- iii) Regular Meeting

##### c) The GAINS Profile are the stepping stones to opening dialogue.

- i) G-oals; A-chievements; I-nterests; N-etworks; and, S-pheres

##### d) BNIConnect Profile

- i) This is the portion you fill on on the BNIWNE.com website.
- ii) The information you plug in is very familiar.
- iii) It comes straight from the GAINS Worksheets

##### e) The Regular Meeting

- i) Show Up.
- ii) The Regular Meeting is the highlight of all the successes BNI brings.
- iii) Not every meeting is like a NYE '99
- iv) Success is B-O-R-I-N-G

#### 2) Re-define Your Referral

##### a) Evaluate Your Target Market

- i) Where has it been?
- ii) How has it changed?
- iii) What's the new delivery system?

##### b) Update Your Ask

- i) Where is your market going?
- ii) What has changed about why people need what you have?
- iii) What does a "Good Referral" look like NOW?

##### c) Re-define Your Referral

- i) Plan for the End of Shelter in Place
- ii) Step into the Breach
- iii) Plan for your Attack
- iv) No Whining

##### d) What are the New Markets?

- i) What if your services no longer are needed?
- ii) How can your experiential knowledge transfer elsewhere?
- iii) Adapt to a Brave New World

#### 3) Optimize the 1-2-1s

##### a) It's a Referral Strategy Session

- i) Use the (updated) Gains Sheets
- ii) Lowest Common Denominator
- iii) Greatest Common Multiple
- iv) Drill Down - Scale Up

##### b) Evaluate Existing Relationships

- i) Think. Think. Think. (I know it's work).
- ii) Do you still make sense for others?
- iii) What are the new problems others have that you can solve?

#### 4) Focus on Power Teams

##### a) Know the difference between Contact Spheres and Power Teams

- i) Contact Spheres are those places you go, businesses, industries that always seem to be in your life, whether you do business with them or not.
- ii) Places and people with you whom you are just being yourself
- iii) Power Teams are the businesses with whom you make money or the businesses that also make money where you make money.
- iv) Power Teams have the Lowest Common Denominator of Making Money together.

• Re-Cap •

### BNI Elements of Success

Get Back to the Basics

Re-define a "Referral"

Optimize the 1-2-1s

Focus on Power Teams