



# 7-MINUTE GUIDE TO PERFECT ONE-TO-ONE MEETINGS

You are going to attend a lot of meetings in your life. Most business owners “wing it,” **wasting a lot of time** chatting when they could be building meaningful relationships.



Since, 1985 BNI® has been teaching businesspeople how to turn One-to-One meetings into **productive network building opportunities**.

When following this approach any One-to-One meeting could lead to an immediate referral; and more importantly, when you follow these steps they become **a valuable, long-term member** of your referral network.

## ONCE YOU’VE MASTERED THESE EASY STEPS, YOU’LL BE ABLE TO:



Build relationships with the right people who can pass you business immediately and for years to come.



Turn strangers into friends who are trained to look for customers who are a good fit for you and motivated to connect you with them.



Get more strong contacts from every networking event you attend because you finally know how to follow-up to make yourself stand out and be memorable



Generate more referrals within BNI and referral marketing outside of it.



Make every business meeting more productive because you have a system to turn strangers into referral partners that know, like and trust you.

## 3-SIMPLE STEPS TO BUILDING RELATIONSHIPS THAT TURN INTO A CONSISTENT REFERRAL FLOW

# 1

### INVITE

Your BNI Chapter Members know the value of One-to-One meetings, they already know the GAINS Exchange® process and are excited to get to know you better so they can pass referrals to you. Review your chapter member list and schedule four to six One-to-One’s each month.

# 2

### CONNECT

Set a time and place for your meeting. Complete the GAINS Exchange worksheet in advance, share your answers before your One-to-One and ask for the same. This will give you an opportunity to prepare to make the time together even more powerful.

# 3

### FOLLOW-UP

BNI’s GAINS Exchange process helps you identify opportunities to connect members of your network. When you make a referral, you build relationships with two members of your referral network.



## USE BNI'S GAINS EXCHANGE PROCESS TO TURN ONE-TO-ONES INTO STRONGER MEMBERS OF YOUR NETWORK



### GOALS

Ask about their financial, business, educational and personal objectives they want or need to meet for themselves and for people who are important to them. The best way to develop a relationship is by helping someone achieve something that's important to them. Consider if there's anyone in your network who could move them closer to achieving any of their goals.



### ACCOMPLISHMENTS

Some of your best insight into others comes from knowing what goals they have achieved, what projects they've completed and who they've worked with in the past. Consider anyone in your network who could benefit by connecting with a person with these accomplishments.



### INTERESTS

Your interests – the things you enjoy doing, talking about, listening to or collecting – can help you connect with others. People are more willing to spend time with those you share their interests or know something about them. Ask about their interests and consider others in your network with similar interests.



### NETWORKS

A network could be an organization, institution, company, civic, religious or professional associations, etc. Ask about the networks they participate in. Consider who you know within your network that would benefit from knowing someone within those networks.



### SKILLS

The more you know about the talents, abilities and assets of the people in your network, the better equipped you are to find competent, affordable service when you or someone you know needs help.

Your fellow BNI Members will know to reciprocate by asking these questions of you and following-up with any referral opportunities they have. While you can make any One-to-One meeting more productive using this process, **you'll always get the best results with your fellow chapter members.**

Businesspeople who know how to build personal relationships quickly will **reap the benefits of a consistent long-term referral relationship** and build the most wonderful professional relationships of their lives. One BNI® Member once said, **"BNI® taught me how to have a relationship with my mother."**

Once you learn how to create these relationships for your business, this is a skill you can use for any club, charity or campaign you lead to be the person who helps to make it into a success.

## FOR FURTHER STUDY:



### VIDEO

Member Success Program – **Performing One-to-Ones®**  
Member Success Program – **Effective One-to-Ones®**



### BOOK

*World's Best Known Marketing Secret* ©  
by Dr. Ivan Misner and Mike Macedonio



### PODCAST

**Episode 191:** One-to-Ones Equal More Referrals©