7-MINUTE GUIDE TO
MAXIMUM REFERRALS THROUGH VISIBILITY

BNI

You receive referrals from people who know, like and trust you. Becoming known, growing relationships and becoming trusted always begins with being visible. You've got to show up before you can stand out.

Your BNI® Chapter has made a commitment to you by not accepting another Member from your professional classification. This enables you to grow your business in an environment free from direct competitors. To maximize the referrals you generate, it's important to be visible at Chapter meetings by attending yourself or ensuring you have someone there to fill in for you. Visibility helps you grow your referral network and generate referrals that increases your income. When you attend your BNI Chapter meetings, you will:

☑ Engage your network of businesspeople who know how to generate meaningful referrals to you.

☑ Build relationships and trust with a room full of givers dedicated to helping you grow.

☑ Spark referrals from Chapter Members by delivering your Weekly Presentation.

☑ Get important solutions to your business challenges rather than having to figure it out on your own.

☑ Receive recognition for the referrals you generate, building your reputation with your Chapter's Members.

BNI® CHAPTERS THAT HAVE THE FEWEST ABSENCES CLOSE THE MOST BUSINESS

Having an attendance policy ensures you know what to expect from your Chapter Members in exchange for the Chapter's commitment to accept only one Member from each professional classificaiton. When you send a substitute it's not counted as an absence because you have someone there to represent you and your business.

3-SIMPLE STEPS TO MAXIMISING YOUR REFERRALS THROUGH VISIBILITY

1 ATTEND
Block the time for your BNI Meeting in your schedule, encourage your family and colleagues to support your referral generation time to enable you to reach and exceed your business growth goals.

2 SUBSTITUTE
When you can't make a meeting, have someone prepared who can attend the meeting on your behalf. Substitutes enjoy the opportunity to be a part of a Chapter meeting for a day.

3 BE ACCOUNTABLE
The only way to build trust is to make promises and keep them. Rather than expect others to believe and accept your word, demonstrate who you are by following through on your promises, even when it appears no one is looking.

WHILE NO ONE CAN TAKE YOUR PLACE, A SUBSTITUTE MAY FILL IN FOR YOU WHEN YOU CAN'T ATTEND

Substitutes often generate business when attending for BNI Members. Plus, it gives Chapter Members another person to build a relationship with. **If you must miss a meeting, sending a substitute is a great alternative.**

MAKE A LIST OF PEOPLE WHO KNOW HOW GOOD YOU ARE AT PROVIDING PRODUCTS OR SERVICES:

- Other local businesspeople
- Clients and suppliers
- Your staff and sales representatives
- Industry colleagues
- Now add in others you could call on with less notice like your Spouse and family members
- Friends
- Fellow team members in clubs/sports/volunteer organizations you are involved in

PREPARE YOUR SUBSTITUTE FOR SUCCESS

Invite them to a meeting in advance so they feel comfortable with the format of the meeting and know the location

Connect them with a fellow Member to greet them and make introductions.

Prepare a Weekly Presentation for them to easily read at the meeting.

Give them a list of any referrals you have passed during the week so they can share this with the group.

Thank them for representing your business at the meeting.

FOR FURTHER STUDY:

▶ **VIDEO**
☑ Member Success Program – **Visibility Overview**

📕 **BOOK**
Networking Like a Pro© by Ivan Misner, Ph.D.

🎙 **PODCAST:**
☑ **Podcast 386**: There's No Substitute for a Good Substitute
☑ **Podcasts 597**: Sub Abuse and Effective Attendance in BNI®

Attendance Policy:
A BNI Member is allowed three absences within a continuous six-month period. If a Member cannot attend, they may send a substitute; this will not count as an absence.