



QUICK REFERENCE

What To Say To Educate

For Weekly or Keynote/Feature Presentations

Focus → Who are you looking to be introduced to this week?

Identify → How will we know when we've met them?

Introduce → What do we say and how do we make the introduction?

Keynote/Feature Presentation

Format Options*

3-3-3 (minutes)

- 3 Minute: Introduction / About
 - Builds engagement
- 3 Minutes: Scenario / Story
 - Focus on problem vs solution
- 3 Minutes: Call to Action
 - Identify target referrals & where to find them
 - How to make the Introduction

2-2-2-2 (minutes)

- 2 Minutes: LCD
 - Focus, Identify, Introduce
- 2 Minutes: LCD
 - Focus, Identify, Introduce
- 2 Minutes: LCD
 - Focus, Identify, Introduce
- 2 Minutes: Questions

*Assumes 8-10 Minute Presentation Time

How to Invite to BNI

GROW: "Do you want to GROW your business?"

REFERRALS: "Are you looking for warm, good-quality REFERRALS?"

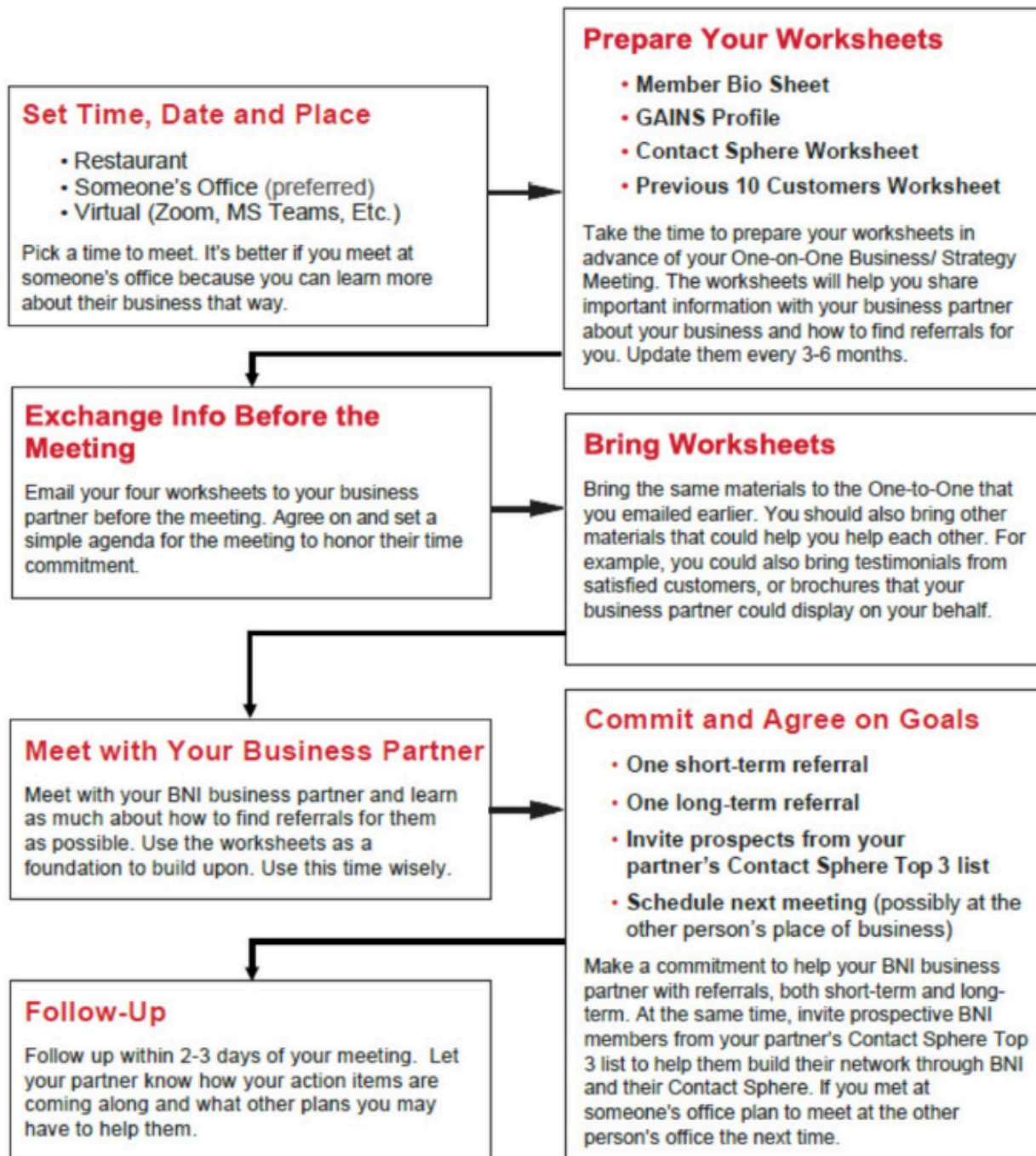
INTRODUCE: "I would love to INTRODUCE you to my trusted Referral Partners."

PLACE: "Can you join us at [Time & PLACE]?"



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Steps to an Intentional 121



Ask the question at each 121:
“What type of referral do you think I am looking for?”

This form can be printed in
BNICconnectGlobal.com for you
 or your referral partner by going to
 Reports --> Member Details -->
 View Member Bio if the profile
 is complete and up-to-date

Biography Sheet

Revise your Biography Sheet every six months.

Date:

Name	
Business Information	
Business Name	
Location:	
Profession	
Years in the Business	
Previous Types of Jobs	
Family Information	
Spouse	
Children	
Pets	
City of Residence	
How Long?	
Personal Information	
Hobbies	
Activities and Interests	
Burning Desire	
Something no one in this chapter knows about you	
The Key to Your Success	

This form can be printed in BNICconnectGlobal.com for you or your referral partner by going to Reports --> Member Details --> View Member GAINS if the profile is complete and up-to-date.

GAINS Exchange

Name: _____

Date: _____

How well do you know the people in your network? Chances are you have a little work to do. Spend more time with the people you already know and concentrate on learning these five essentials. Make sure you give back the same kind of information. The more they know about you, the faster your name will come to mind when an opportunity arises in which your products, services, knowledge, skills or experience might play a part.

Goals

Goals are the business or personal objectives you want or need to meet for yourself or the people who are important to you. You need to define your goals and have a clear picture of the other person's goals. The best way to build a relationship with someone is to help them achieve their goals!

Goals

Accomplishments

People like to talk about the things they are proud of. Remember, some of your best insight into others comes from knowing what goals they have already achieved. Your knowledge, skills, experiences and values can be surmised from your achievements. Be ready to share your accomplishments with the people you meet.

Accomplishments

Interests

Your interests can help you connect with others. Interests are things like playing sports, reading books and listening to music. People like to spend time with those who share their interests. When you and your referral source share the same interests, it will strengthen your relationship.

Interests

Networks

You have many networks, both formal and informal. A network can be an organization, institution, company or individual you associate with.

Networks

Skills

The more you know about the talents and abilities of the people in your network, the better equipped you are to find (and refer!) competent affordable products and services when the need arises. And when you're trying to round up business opportunities, the more people know about your skills, the better your chances.

Skills

Real Estate

- ☐ Residential Real Estate
- ☐ Residential Mortgages
- ☐ Title Services
- ☐ Property Management

- ☐ Builder/General Contr.
- ☐ Cabinet Maker
- ☐ Real Estate Inspector
- ☐ Roofing & Gutters

Home & Auto

- ☐ Property & Casualty Ins.
- ☐ Pest Control
- ☐ Auto/Car Repair
- ☐ Carpet, Upholstery Clean.

- ☐ HVAC – Heating & Air
- ☐ Restoration
- ☐ Cleaning Service
- ☐ Handyman

Health & Beauty

- ☐ Chiropractor
- ☐ Health Insurance
- ☐ Personal Injury Law
- ☐ Massage Therapist

- ☐ General Dentist
- ☐ Nutritional Supplements
- ☐ Eye Care
- ☐ Personal Trainer – Fitn.

Business & Financial

- ☐ Financial Advisor
- ☐ Tax Advisor
- ☐ Life & Disability Ins.
- ☐ Estate Planning Law

- ☐ Commercial Insurance
- ☐ IT & Networks
- ☐ Bookkeeping
- ☐ Merchant Services

Marketing & Events

- ☐ Sign Company
- ☐ Printer
- ☐ Mailing Service
- ☐ Digital Marketing

- ☐ Web Design
- ☐ Photographer
- ☐ Promotional Products
- ☐ Videographer/Film Prodr

Security Systems

- ☐ Solar
- ☐ Moving Company
- ☐ Real Estate Law
- ☐ Real Estate Investments
- ☐ Reverse Mortgages
- ☐ Windows & Doors
- ☐ Furniture Retailer
- ☐ Home Staging
- ☐ Lighting Retailers
- ☐ Interior Decorator
- ☐ Commercial Builder
- ☐ Shutters & Awnings
- ☐ Kitchen Construction
- ☐ Demolition Contractor
- ☐ Pools, Spas & Saunas

Flooring

- ☐ Plumbing
- ☐ Landscape Services
- ☐ Auto/Car Sales
- ☐ Electrician
- ☐ Renovations/Remodeling
- ☐ Window Treatments
- ☐ Auto/Car Body Shop
- ☐ Tire Sales/Replacement
- ☐ Appliances
- ☐ Painter
- ☐ Metal Work
- ☐ Locksmith
- ☐ Family Law
- ☐ Auto/Car Detailing
- ☐ Cleaning Products

Salon/Spa

- ☐ Counselor/Psych.
- ☐ Doctor/Physician
- ☐ Orthodontist
- ☐ Pharmacist
- ☐ Physical Therapist
- ☐ Clothing & Accessories
- ☐ Cosmetics/Skin Care
- ☐ Dry Cleaning/Laundry
- ☐ Essential Oils
- ☐ Funeral Planning/Svcs
- ☐ Fine Jewelry
- ☐ Water Systems
- ☐ Color & Style Consultant
- ☐ Alternative Wellness
- ☐ Health Fac./Gym Club

Banking Services

- ☐ Commercial Real Estate
- ☐ Business Training/Coach
- ☐ Business Law
- ☐ Payroll Service
- ☐ Office Equip./Machines
- ☐ Management Coach
- ☐ Mobile Telecom.
- ☐ Business Broker
- ☐ Business Financing
- ☐ Human Resources
- ☐ Supplemental Insurance
- ☐ IT Consultant
- ☐ Computer Repair
- ☐ Life Coach
- ☐ Computer Retailer

Caterer

- ☐ Embroidery
- ☐ Travel Agent
- ☐ Gifts
- ☐ Graphic Designer
- ☐ Event Venue/Rm Rental
- ☐ Marketing Consultant
- ☐ Print Advertising
- ☐ Copywriter/Writer
- ☐ Baker
- ☐ Florist
- ☐ Hotel
- ☐ Relationship Marketing
- ☐ Restaurant
- ☐ Disk Jockey (DJ)
- ☐ Musicians

Contact Spheres

Contact Sphere Planning Worksheet

Contact spheres are businesses or classifications that naturally provide a source of referrals for one another. They are in somewhat related but non-competing businesses. Businesses in a contact sphere have a symbiotic relationship in that they support and enhance one another.

Contact Sphere

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Contact Sphere Top Three!

What three professions round out your contact sphere?

(what professions are missing in your chapter?)

Make a commitment to your One-to-One partner to help fill their Contact Sphere by inviting people to BNI that are in his/her "Top 3!"

This worksheet works best in a business-to-business environment when requesting a personal introduction to a referral source, contact sphere profession or a business as your target market. In a business-to-consumer environment, consider requesting a personal introduction to a referral source in a specific profession who would be able to introduce you to your ideal customers because they come in contact with them all day, every day.

Previous 10 Customers Worksheet

List your previous 10 customers. Think about how you can increase the referrals you receive by helping your One-to-One partner understand how to find you more customers like these! Were these customers in a certain kind of business or market? Were these customers in a specific position that you are targeting? Are there other specific companies that you are targeting that are similar to these?

Previous 10 Customers

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Notes on Customers

Where did they come from?

What did you do for them?

Are these average clients?

Notes on Referrals

What are other referral sources?

What are good referrals?

What are "bad" referrals?

Note: Some professions have confidentiality requirements; if you are in one of these professions you can describe the "qualities" or "characteristics" that make your best customers your best customers



Visit Our Websites

www.bni-westernpa.com

www.bnicentralpa.com

MEMBER SUCCESS PROGRAM

Follow-Up

QUICK REFERENCE

Your BNI Success compounds over time!

Resources included in your membership to help you continue to grow:

- BNI Podcasts, Articles & Trainings for CEUs ([BNI Business Builder](#)®)
- Ask Higgins AI (Regional Website)
 - to write a weekly presentation
 - to plan your featured speaker presentation
 - to make a list of professions in your contact sphere
- Quick Start session with Chuck (Register through Regional Website)
- Chapter Mentorship Program
- Chapter Leadership Team
- Director and Ambassador Team

ASK
BNI

BNI Business Builder



Regional Websites

Central PA



Western PA

