



Education Coordinator

Handbook

*The mediocre teacher tells. The good teacher explains.
The superior teacher demonstrates. The great teach inspires!*

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Education Coordinator

The Education Coordinator Program is designed to provide networking education to the chapter members on a weekly basis and to assist in the development of their networking skills. Establishing an Education Coordinator is extremely important to your chapter. The Education Coordinator should not only be an accountable and committed member, but also a member who has been with BNI for at least six months and who understands the concepts and policies of the BNI system. A dedicated and enthusiastic Education Coordinator will help to ensure that your chapter will run smoothly.

This Education Coordinator Supplemental Handbook is an educational resource designed to provide members with information relevant to marketing one's business through networking, word-of-mouth marketing, and referrals. It is a document that will give you, the chapter's Education Coordinator, a means for providing your fellow members with valuable word-of-mouth education. Besides the information in the Handbook, there is also a page in this Handbook (Networking Education Tracking Sheet) that allows you to keep track of the topic presented, the date and who made the presentation during the Networking Education portion of the agenda.

The idea behind the Handbook is to provide helpful tools and ideas that can assist members in becoming stronger word-of-mouth experts. For example, the quality of a member's Sales Manager Moment can often be determined by the quality of the referrals the individual receives. Think of the Handbook as a guide. Over time, new material will be added and the Handbook will always be a work in progress. We view education as key in the growth of each member as a word-of-mouth professional.

Duties, Responsibilities & Expectations

1. Networking Education Moment
 - a. The Education Coordinator is responsible for presenting a Networking Education topic to the chapter on a weekly basis.
 - b. The Education Coordinator can also coordinate and assign chapter members to present a topic weekly.
 - c. Use the Networking Education Tracking Sheet to record and keep a history of the topics that have been addressed and the members who have presented each topic.
 - d. Networking Education content may only be drawn from officially published BNI materials, such as books, articles, tapes, CDs, DVDs, manuals, Member Success Program, BNI websites, director presentations, SuccessNet or regional newsletters.
2. Coordinate a Chapter Library
 - a. *World's Best Known Marketing Secret*
 - b. *Business By Referral*
 - c. *Masters of Networking*
 - d. *Masters of Success*
 - e. *Masters of Sales*
 - f. *Truth or Delusion*
 - g. *The 29% Solution*
 - h. Past and current issues of *SuccessNet*
 - i. Member Orientation CD
 - j. Audio CDs from the Learning Center
 - k. Other

Note: It is strongly recommended that you require cash or check deposit to hold until any books or CDs that have been loaned to members are returned to the library. This will enable you to replace unreturned items.

3. Meet with the Leadership Team during the monthly Leadership Team meetings to discuss ways that the Networking Education Moments can assist the chapter to reach any goals that have been set or address any issues that arise within the chapter.
4. Visit www.bni.com, using your passwords, to download additional material.



GAINS Profile

Getting to Know your Referral Sources

Name: _____ Date: _____

Goals:

Accomplishments:

Interests:

Networks:

Skills:



One-to-One Schedule

Business Building Interview

	Date / Time	Partners	Location
Week 1			
Week 2			
Week 3			
Week 4			
Week 5			
Week 6			
Week 7			
Week 8			
Week 9			
Week 10			

Dance Cards should be longer than 20 minutes and less than 60 minutes. It's an opportunity to get to know each chapter member and their business better.

BE FOCUSED

Share information from your Member Bio Sheet, GAINS Profile and Member Launching Pad.

By meeting repeatedly with each member outside of the group, you will increase your rapport and mutual understanding with them, thereby increasing the potential to give and get referrals. To receive sustained referrals you need mutual rapport and trust with your Power Referral Partners. Plan on meeting with others as long or as often as it takes to find a referral for that person.



10 One-to-One Meeting Questions

Educate your sales force

1. What is your target market? Be specific. Identify their characteristics such as age, gender, geographic location, industry, etc.
2. Who influences your target market? List other professions that have the same target market as you, as well as professions that are in your contact sphere.
3. What are the most distinguishing factors of your business? Describe what makes you different from your competition.
4. Do you ask qualifying questions of your prospect? If yes, list those questions.
5. How do you handle a referral? Describe your sales process.
6. What characteristics are you looking for in a referral? Describe how your sales force should be qualifying a referral for you.
7. What are your short-term and long-term goals for your business?
8. What are some issues and challenges that you deal with in your business?
9. What suppliers and trade associations have you found helpful in your business?
10. What is your business philosophy and why are you doing what you do?



Lowest Common Denominators

Make it Simple!

By breaking down your product or service list to its most basic form, also known as the lowest common denominator, you will be able to more effectively describe what it is you really do. Take each individual product or service from this list and create commercials for the next several months. By using handouts, samples, or other visual aids, you are more likely to make a lasting impression on other chapter members. The more people can see, hear, taste, or touch, the more likely they are to remember your message.

List specific products

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____

List specific services

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____

List specific target markets

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____

List specific benefits

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____

List specific qualifications

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____

List specific handouts/visual aids

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____

List myths about your industry

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____



Sales Manager Moments

Developing Effective Commercials

Each week you will have an opportunity to educate your sales team on how to identify prospects, open a conversation, ask relevant questions, and get permission for you to speak to the prospect about the possibility of doing business. Your sales team can most effectively open conversations and close contacts on your behalf if they understand what you have to offer and why the prospect would want to consider doing business with you in preference to a competitor. You didn't learn your business in one minute, so allow them to absorb different scenarios over time.

CLIENT TESTIMONIAL

Section 1: General Information 15-20 seconds (Same every week)

Name:

Company:

Position:

Location:

Menu of products or services:

- | | | |
|----|----|----|
| 1. | 4. | 7. |
| 2. | 5. | 8. |
| 3. | 6. | 9. |

Section 2: Select One Product or Service

Talk about one area that you would like to focus on this week from the menu above. "This week I'd like to focus on ..."

Section 3: Tell a Story

Tell a story relating to Section 2. Include: Who did you help? What was their complaint/problem/circumstance? What did you do for them? Why were they glad they came to you? What benefit did you provide to your client?

Section 4: Call to Action

If you see/hear ask/tell them.....

Refer again to the story or situation above.

Section 5: Close

Name, Company Name, Memory Hook

WHO DO YOU KNOW WHO ...?

Focus on a particular target market who may need your services. This type of commercial should include an action or incidence that people can relate to. For example: "Who do you know who was recently in an auto accident?" This would be a good commercial for a chiropractor or auto body shop.

DID YOU KNOW ...?

Give a fact or share statistics that will make people say, "Wow! I had no idea."

LONG-TERM FOCUS

"Over the next few week(s)/month(s), I would like to increase my business in the area of Today I would like to talk about" Select one thing to focus on and what makes you the best in the business. It could be a specific target market that you want to add or a new product line within your current classification.

NOTES

Bring in your marketing materials, brochures, product samples, flyers, etc to illustrate the point of the story. (However, please do not pass things around during commercial time; it disrupts the other members when they are giving their commercials. Rather, pass them out prior to the meeting or put them on a Resource Table.)

Keep the Sales Manager Minute focused on prospects outside of the group. Avoid saying "you" and "your needs." If the members don't personally need your services today, they tend to shut out the rest of your message and not know how to prospect of your behalf. Please keep in mind that the Sales Manager Minute is a work in progress. Try it, do it, fix it.



Referral Etiquette

From Conception to Follow-Through

Definitions

Leads Possible, maybe potential client for the distant future. According to a Leads Web site, "Perfect for mass mailings and cold calls." Example: I overheard someone talking about possibly needing to paint their house sometime in the future. You should give them a call. That's a cold call.

Referrals According to BNI, "A good referral is the opportunity to do business with someone who is in the market to buy your product or service." Services are pre-sold; prospect is waiting to hear from you to get more information. Example: My neighbor wants to paint his house. I told him that I know an excellent painter and that my colleagues highly recommend him. He'd like to talk to you about your rates and time frame.

Referral Tiers

Tier One: Inside Referral

Tier Two: Outside Referral

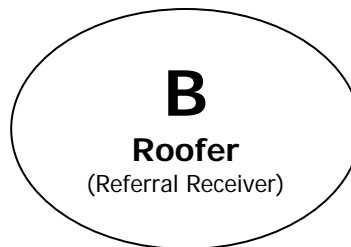
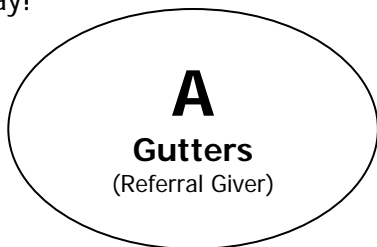
Tier Three: Third-Party Referral

Process to Turning Any Situation into a Referral

1. Listen for a need
2. Tell them you know someone who can meet that need
3. Share your experience or share a testimonial that you've heard
4. Ask if the member can call them
5. Pass the business card
6. Complete and pass the referral slip at the next meeting

When the referral is hot, don't wait to connect them until the next meeting. Call the member and hook them up right away!

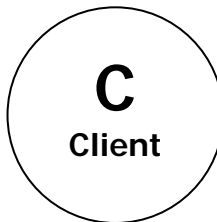
Example:



When Member A passes a referral, they are telling their client that Member B:
1. Knows their stuff
2. Cares

When Member A passes a Referral, what is on the line?

1. Reputation
2. Trust
3. Integrity



Member A is referring his client to Member B. When passing the referral, give as much information as possible without violating any privacy issues. Member A can ask "Is there anything that I can do to make this referral go smoothly?" There's nothing wrong with checking in throughout the process, as long as you're not violating any privacy issues. And all three participants in this process should be following up a few weeks later to see how the transaction went.



What Constitutes a Good Referral

Educating Your Sales Force

Name: _____ Chapter: _____

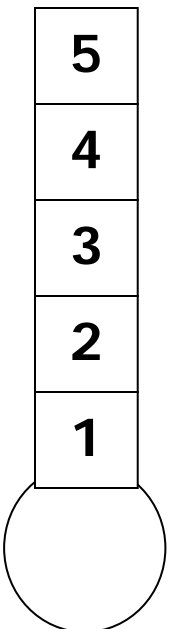
1. The following describes the type of products or services that I offer: _____

2. Examples of qualified referrals for me would be: _____

3. Examples of referrals that are NOT what I am looking for: _____

4. The following scenario describes the perfect referral for me: _____

When you receive a referral slip, what would you like the referral to look like? Give an example of your ideal referral as it relates to the Referral Slip Thermometer. For example, if someone marks a 5, what level of referral would you like it to be?





Ways to Increase Referrals Given

The More You Give, the More You Receive

1. Your business card holder: Don't leave home without it. Keep it current with cards and referral slips; place the cards of your Power Team members in the first and second slots of the cardholder.
2. Wear your name badge for one entire day each week (people will ask you about it). Share any results you receive with your chapter and encourage others to do the same.
3. Put up a card holder with each of your chapter member's cards in your office. Spread the word.
4. Send a letter to follow up and thank everyone that you have been able to refer (also a subtle way to promote yourself).
5. Hand out your chapter roster to all people you do business with, visually showing them the variety of services that you can refer to them. Teach them that there is more than one reason they should call you.
6. Don't be a hermit! Practice the three-foot rule! In other words, start a conversation with anyone in a three-foot range.
7. Get yourself an extra set of eyes and ears! Give your spouse or significant other a set of cards from your chapter.
8. Whenever you write up a sale, give your BNI cardholder to the client to browse through while you do the paperwork. They will be drawn to the business cards like a magnet and will ask you about the people and services represented. This gives you a chance to brush up on giving someone else's presentation.
9. Do a seven-minute phone call to one other member each week and concentrate on getting a referral for that member. Pick one business card each week from the business card holder.
10. Make other people in your office, home, and neighborhood aware of how to generate referrals and keep them informed about members in your chapter.
11. Review your cardholder each morning before your day begins to keep members in mind when speaking to others.
12. When sitting across from clients, actually remove the cards from your cardholder and lay them down. Then ask the clients to take any in which they may be interested. They are more likely to take them if they are out of the cardholder.
13. Contact Spheres Unite! Team up with another member of your chapter who is in your sphere of influence and take a day off to spend going on calls with the other person. Introduce one another to the other's client base and offer the services of both as a team.



Inviting Visitors

Let the Meeting Sell BNI

Don't tell prospective members too much. The less you tell them, the better. If you try to tell them everything about BNI, they will make a decision based on what you are telling them. It is like trying to give someone a haircut over the phone; you cannot get a prospective member excited just by telling them about BNI. All you want to do is to get them to come to the meeting. At that point, the meeting will sell them on BNI. If they see a structured meeting with supportive members helping each other and lots of qualified business being passed, they will want to become involved in your chapter.

Six "Don'ts" for Successful Inviting

If you want to maximize the number of your invitees who agree to attend a meeting, never mention any of the following during your conversations with them, whether on the telephone or face to face:

1. 7:00 a.m.
2. Breakfast
3. Weekly meetings
4. Networking: Network marketing or networking is often associated with multilevel marketing, not word of mouth.
5. Join: Remember that you are not trying to get them to join the chapter; you are only inviting them to attend a meeting.
6. BNI's agenda: Let them experience the excitement you felt when you decided to apply to your chapter.

So What Should You Say?

Here is a good way to make that initial approach. Use it word-for-word when you invite people and you will get a lot of visitors ...

John, I am working with a group of local business people who are looking for a plumber (insert the profession of the person you are inviting) to give their business to. Would you like to come and meet my colleagues?

Show a Benefit

"Would meeting xxx number of local business people be a benefit to you?" If the answer is yes, then say ...

I'm a member of a local business group and, as a member, I can bring a guest. The meeting is on ____ day at 7:00 am. You'll have a chance to introduce yourself and your company and hand out your business cards—so bring plenty. By the way, what type of people do you need to meet?

After they answer, figure out who in the group fits that description or knows people who do and then add ...

We have _____ in the group and he knows a lot of people who fit that description. What I'll do is arrange for him to stay after the meeting and introduce the two of you. Would that be helpful?

The important points are:

1. Find out if the person sees value in meeting other people.
2. Tell them they would get to promote themselves.
3. Arrange a one-on-one meeting, thereby giving extra value.
4. Get a commitment from the other person that it is a benefit to them.

Support the 10-Minute Speaker

The weekly chapter meeting has designed into it a perfect opportunity to give exposure to an individual member. That opportunity is the "10-minute speaker" segment. This time can be used both by the other members and the speaker themselves. First, the members of the group should only invite if it is what the speaker wants. There are times that they may not want people brought specifically to hear them speak. Once the decision is made to invite guests, there are three types to invite:

1. Guests that fit the demographic that the speaker is looking for.
2. Client guests that match the demographics the speaker is looking for.
3. Guests that you want to introduce to someone else in the group and the speaker supplies a simple system for doing that.

The speaker can also use this time to their own advantage as well as the group's advantage. They can invite three different types of guests.

1. People they already have gotten in front of but could use a boost in credibility and a refresher to their relationship.
2. People who are already referring them business or could be but are not. This will allow the speaker to educate them on how to refer them and, maybe even get them into the group so the referrals can become a weekly occurrence.
3. People they want to introduce to someone else in the group.

The key points to this process are:

1. The chapter should be proactive.
2. The members can use the speaker to make referrals easier.
3. The speaker can help themselves both for their own business and giving referrals.



Contact Sphere Worksheet

Identifying Power Team Members

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

After you've identified what professions are in your contact sphere, circle the number next to the ones that are not currently represented in your chapter. Announce at your next chapter meeting what professions you'd like to see filled in your chapter. By asking other chapter members if they know someone in that field, they may be more willing to invite them to visit the chapter.

Your Contact Sphere

Your Profession/Business

Related professions:

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



Personal Prospect List

Identifying Your Contacts

Occupation	Person to Be Invited	Phone Number	Dates Contacted	Results
Accountant/CPA				
Acupuncturist				
Advertising Specialties				
Antique Restorations				
Appliance Sales				
Architect				
Attorney, Business				
Attorney, Estate Planning				
Attorney, Family Law				
Attorney, Personal Injury				
Attorney, Real Estate				
Auto Body Shop				
Auto Repair				
Auto Sales				
Banker				
Bookkeeper				
Bridal Shop				
Business Consultant				
Business Machines				
Carpet Cleaner				
Caterer				
Cellular Communications				
Chiropractor				
Cleaning Services, Comm.				
Cleaning Services, Res.				
Collection Agency				
Computer Sales & Service				
Computer Training				
Contractor				
Cosmetic Sales				
Dentist				
Direct Mail Company				
Disc Jockey				
Dog Trainer				
Electrician				
Event Planner				
Financial Planner				
Fitness Trainer				
Florist				
Furniture Company				
Gift Basket Services				
Graphic Designer				
Hair Dresser				
Heating/AC				
Hobby Shop				

HR Consultant				
Image Consultant				
Inspection Agency				
Insurance, Auto & Home				
Insurance, Life & Disability				
Insurance, Health				
Interior Designer, Comm.				
Interior Designer, Res.				
Jeweler				
Landscape Services				
Long Distance Sales				
Management Consultant				
Marketing Consultant				
Massage Therapist				
Merchant Services				
Mortgage Broker				
Moving Company				
Music Services				
Nail Artist				
Nutritional Products				
Office Supply Company				
Optometrist				
Organizer				
Payroll Services				
Personal Coach				
Pest Control				
Phone Systems				
Photographer				
Physical Therapist				
Physician				
Plumber				
Podiatrist				
Pool Sales & Service				
Printer				
Property Management				
Psychotherapist				
Public Relations				
Radio Advertising				
Real Estate, Commercial				
Real Estate, Residential				
Remodeling Services				
Sales Trainer				
Security Systems				
Sign Company				
Staffing Services				
Stock Broker				
Title Company				
Travel Agent				
Trophies				
Videographer				
Voice Mail Company				
Wedding Coordinator				



BNI Game Score Card

Promoting chapter growth and participation

By developing a little competitive spirit among members, the BNI Game is an excellent way to increase chapter membership, the quantity and quality of referrals, and member participation within a chapter. Divide the chapter into teams of equal number of members. Then select a team name and team captain to record points.

The BNI Game lasts eight weeks, including two weeks of follow-up for qualified referrals passed. Each team must get together for 3 or 4 minutes at the end of each meeting to add up the number of points that they have generated. At the end of the eight weeks, the team with the highest number of points wins. The remaining teams then cook and serve the winning team dinner (BBQ or picnic type event).

Team _____ Date _____ Week # ____ of ____

Member Name	On Time Arrival	New Referral	Referral Becomes Sale	Brought Visitor	Visitor Becomes Member	Absent No Sub
Column Totals						

This Week's Total	
Add Last Week's Total	
Total to Date	

Recommended Point Schedule

- On Time Arrival at 7:00 am + 3 point
- New Qualified Referral + 5 points
- Referral Becomes Confirmed Sale +10 points
- Brought New Visitor + 5 points
- Visitor Becomes Member +10 points
- Absent with no substitute - 5 points

BNI BINGO

Visitor	Give Qualified Referral	One-on-One	One-on-One	One-on-One
One-on-One	One-on-One	10-min Speaker	Visitor	One-on-One
One-on-One	Visitor	FREE SPACE	One-on-One	Arrive at 7:00 a.m.
One-on-One	One-on-One	One-on-One	Get Qualified Referral	Visitor
Networking Education	One-on-One	Visitor	One-on-One	Dance Card

Have the respective person (visitor, one-on-one member, education coordinator, and secretary/treasurer) initial and date the respective square for which you've completed that task.

Every week, in which you complete a BINGO line, announce your accomplishments at every meeting!

The first member to complete a black out (all squares completed) wins a grand prize.

Game runs from _____ through _____.

This card belongs to:

BNI Scavenger Hunt

Purpose: Learn something new about your fellow members. Do some extra networking this morning by finding a member who meets one of the following criteria. Although not required, try to find a different member or guest for each description.

Find someone who ...

1. Plays golf _____
2. Is a Notable Networker _____
3. Has lived abroad _____
4. Has been a member of BNI the longest _____
5. You would like to do business with _____
6. Will set up a dance card with you for next week _____
7. Has two dogs _____
8. Is a member of a book club _____
9. Offers workshops _____
10. Participates in marathons _____
11. Practices naturopathic care _____
12. Enjoys cooking _____
13. Speaks another language _____
14. Offers financial services _____
15. Participates in a sport _____
16. Is a Beaver fan _____
17. Practices law _____
18. Enjoys photography _____
19. Plays bridge _____
20. Plays Mah Jongg _____
21. Offers office solutions _____
22. Is the newest chapter member _____
23. Is a computer guru _____
24. Offers gift baskets _____
25. Enjoys organizing and planning _____

BNI Resources

International Website: www.bni.com

Visit the International Website periodically to check for new or updated educational information. Click on Member-Director Download link, enter your username and password, and peruse through the volumes of resources available to Education Coordinators only. Every six months on April 1 and October 1, new passwords will be assigned to all Education Coordinators.

Regional Website: www.bnioregon.com

There are no passwords required to access the information at this website. Here you will find upcoming educational events that are relevant to building your business through networking, word-of-mouth marketing and referrals. You'll also find valuable information under the Member Downloads and Leadership Team Only Download sections.

SuccessNet Newsletters

SuccessNet is an online newsletter published every other month. Past issues of SuccessNet can be found at www.bni.com/successnet. Originally a paper newsletter and now an online newsletter, this resource contains over 50 pages of articles and tidbits on networking, business development, book reviews, and more! Make sure your chapter members are registered to receive this invaluable business tool! To submit an article for publication in SuccessNet, visit the SuccessNet home page at www.bni.com/successnet.

The Learning Center

The Learning Center offers DVDs, CDs, and books by BNI. Some suggested audio materials to add to your chapter library include:

1. *How to Get Serious Business Referred to You*, by Martin Lawson
2. *How to Invite Visitors That Join BNI*, by Dan Georgevich and Kathryn Lodal
3. *Networking for Cave Dwellers*, by Dr. Ivan R. Misner
4. *Keep the "Fun" in the Fundamentals*, by Dr. Ivan R. Misner
5. *The Seven Secrets to Successful Business Networking*, by Frank De Raffe

See your Director for a complete list of available resources.

Gift Shop Order Form

Lanyards, mugs, business card holders, extra name badges, and books are all available to enhance your image by using the Gift Shop Order Form. Download the latest form at www.bnioregon.com or see the Gift Shop Order Form at the back of this Training Manual.

Entrepreneur.com

Dr. Ivan Misner, BNI Founder and Chairman of the Boardman, has written several articles on the topic of networking. These articles are great sources of content for your Networking Education Moments during your chapter meeting. The articles can be found at <http://www.entrepreneur.com/columnists/ivanmisner/archive52902.html>.

BNI Podcasts: www.BNIPodcast.com

Podcasts (iPOD broadCASTs) are audio broadcasts that have been converted to an MP3 file. You don't need an iPod to listen to these brief 10-minute networking nuggets! You can play it directly from the internet or download it and listen to it later! Each BNIPodcast also has an abridged script so you can preview the content before you listen. New Podcasts are created weekly by Dr. Ivan R. Misner. So far, over 70 podcasts have been created to help you and your chapter members stay in tune with BNI around the world by listening to educational tidbits that focus on building your business through networking, word-of-mouth marketing and referrals!

Entrepreneurial Excellence Radio Show: www.eeradioshow.com

Weekly on Mondays at 2:00 pm Pacific, the Entrepreneurial Excellence Radio Show is especially tailored to business professionals and the Entrepreneur and can be heard live and online on WTBO's FM station 99.1 and AM 1110. Executive Producer and Host Frank De Raffe Jr. will be interviewing top Entrepreneurs from around the world as well as authors and consultants such as Stephen R. Covey, Zig Ziglar, Jay Conrad Levinson, Ken Blanchard, Harvey Mackay and more. The shows content is focused on giving great education, tips and insights on how to start and run a successful business.



Rate Your Chapter

Ensuring Chapter Success

This exercise is designed to help you determine if your chapter is doing everything it can to ensure its success. Take a few moments and find out how your chapter is doing. Please answer each question using the point system below. Then review the key located at the end of the exercise.

NEVER
0

SELDOM
1

OFTEN
2

ALMOST ALWAYS
3

ALWAYS
4

- _____ 1. Does your Chapter Leadership Team arrive early to set up and/or plan that day's meeting in advance?
- _____ 2. Do the Visitor Hosts arrive early to greet visitors as they arrive and introduce them to members?
- _____ 3. Is a Members' table set up with networking material and members' literature for members and visitors to use?
- _____ 4. Do members wear their name badges?
- _____ 5. Do members arrive on time or prior to Open Networking?
- _____ 6. Do members stand and network during Open Networking?
- _____ 7. Is the formal part of the meeting started punctually?
- _____ 8. Does the business card box/binder go around each week so members may replenish their card holder?
- _____ 9. Does the President personally introduce and welcome new members with a New Member Packet and ask them to stay after the meeting for a New Member Orientation?
- _____ 10. During the Sales Manager Moments, do all members give a new bit of information each week about their business or product, case studies, specials, or examples of good referrals (in other words are they breaking their business down to their Lowest Common Denominators or LCDs)?
- _____ 11. Are visitors welcomed and introduced properly during the meeting so they really feel comfortable and would want to come back and asked to stay after the meeting for a Visitor Orientation?
- _____ 12. Does the President pass on information or discuss new ideas for building and strengthening the chapter?
- _____ 13. Does the Vice President review the monthly average number of referrals and visitors for the chapter?
- _____ 14. Does the Secretary/Treasurer review the speaker rotation for the next 6 weeks?
- _____ 15. Is the Secretary/Treasurer's introduction of the speaker thorough and informative?
- _____ 16. Is the speaker obviously prepared for his/her presentation or just "winging it"?
- _____ 17. During the Referrals portion of the meeting, do the members begin their presentation with "I have ..." and then give a referral or testimonial or share something new that they learned?
- _____ 18. Do the speakers bring a door prize that shows some forethought?
- _____ 19. Does your Secretary/Treasurer report who is upcoming on their dues and let visitors know how to apply?
- _____ 20. Does the Membership Committee periodically give a report on what they are doing to strengthen the chapter?
- _____ 21. Does the meeting end promptly on time?
- _____ 22. Are New Member Orientations and Visitor Orientations conducted?
- _____ 23. Are SuccessNet articles discussed by either the Education Coordinator or the Leadership Team?
- _____ 24. Does your chapter use the Meeting Stimulants, worksheets or exercises available to them?
- _____ 25. Is your chapter a positive and supportive place to be?
- _____ 26. Do you feel that the location and atmosphere of your chapter meeting is conducive to a professional business meeting that produces results?
- _____ 27. Do you feel so comfortable with the performance of your chapter that you have no problem inviting people to see what your referral network (BNI Chapter) is all about?

TOTAL POINTS

99-108 Points	Your chapter deserves a standing ovation or a "Founder's Award." You're in the top 5% of all the chapters in BNI.
89-98 Points	Everyone in your chapter should be proud; few chapters are this good. You are one of the best chapters in BNI.
79-88 Points	Members and Leadership Team Members can be pleased, your chapter understands and uses "The Basics" of networking in this organization.
69-78 Points	Your chapter needs improvement. It's just getting by. Consider implementing the BNI University Program.
50-68 Points	Your chapter may be terminal unless you seek help immediately from your Director.