



It's All About Results!

Mini Business Plan

I. Financial Referral Projection

- a. What was your net income from BNI referrals last year? _____
- b. What is your Result Achievement (Goal) for net income from BNI referrals this year? _____
- c. What percentage growth is that? _____

II. Categorical Referral Income

From what categories of products and services do you want to receive your referral income, by %.
 Hint: Multiply % of Total Referral Income by (b) Net Income above to find \$\$ Amount.

Revenue Category/Income Stream	% of Total Referral Income	\$\$ Amount
A.	%	\$
B.	%	\$
C.	%	\$
D.	%	\$

III. Sales By Referral Needed

Hint: Divide \$\$ Amount by Average \$\$ per Sale to figure the number of Sales Needed per Revenue Category.

Revenue Category	\$\$ Amount (same as above) /	Average \$\$ per Sale	= Sales Needed
A.	\$	\$	
B.	\$	\$	
C.	\$	\$	
D.	\$	\$	

IV. Referral/Sale %

Hint: Divide Sales Needed by your Closing Percentage to figure the # of Referrals Needed.

Revenue Category	Sales Needed (same as above) /	Closing %	= # Referrals Needed
A.		%	
B.		%	
C.		%	
D.		%	

V. Sales Manager Moment Breakdown (based on Categorical Referral Income)

Out of a 50-week year, based on the % of Total Referral Income in the Categorical Referral Income section, what is the respective amount of weeks of Sales Manager Moments do you need to commit to each category?

Revenue Category	50 weeks/ year	Multiply by % of Total Referral Income (Same as in II above)	= # of weeks to dedicate Sales Manager Moment per year
A.	50	%	
B.	50	%	
C.	50	%	
D.	50	%	

Sales Manager Moment Development

Therefore, your Sales Manger Moments need to be strategically developed in order for you to receive the amount of referrals needed to achieve your financial result.

Guidelines:

1. Be specific each week with what you're looking for: include a person's name, company name, and position.
2. Be specific in the problem you can solve for them: How can you help them reach a resolution?
3. Use success stories and personal testimonials as often as possible to illustrate what you do.
4. Never say, "Anybody, Everybody, Somebody, Full-service, or Also-Do."