PURPOSE AND OVERVIEW STATEMENTS

The following are the purpose and overview statements:

Suggested Purpose and Overview Statements (choose one each week)

1. We allow only one member from each profession into the Chapter. Some enterprising companies are actually having one of their employees placed into every Chapter that is opened. In our area, only one person from your business category will be able to join a Chapter. As we grow, you will see some visitors who wish they could be members, but whose category is already filled.

2. BNI is a business and professional networking organization which allows one representative from each profession to join. The sole purpose of the group is to give its members more business. It's based on the concept that what goes around comes around. If you give business to me, I'll give business to you.

3. Being a member of BNI is like having _____ salespeople working for you. Members carry a card file with everyone's business cards in it. When they speak to a client, associate, or friend who mentions a need represented by the group, members can provide a referral to fill that need.

4. "Word of mouth" is the most cost - effective form of advertising possible. BNI provides a structured environment for the development and exchange of quality business referrals for both men and women. If referrals are an important part of your business, then BNI is the organization for you.

5. There is a network beyond members of each Chapter. Each member knows dozens of people, who in turn know dozens of other people. Through this "extended network" comes most of the business referrals that are given each week. The average Chapter of BNI (that is at least three months old) gives over 60 referrals per month to its members!

6. BNI teaches business people that networking is more about farming than it is about hunting. It is about developing relationships that result in referrals for each other.

7. Increasing and maintaining your word - of - mouth based business depends on the BNI process of members educating each other about what they do and what kinds of referrals they want. Our success as a Chapter is tied in with your success in business.

8. As business professionals, we all need an edge over our competition. How many people are doing what you do in this area? Well, in BNI you have an edge over your competitors, because none of them can join this Chapter - we allow only one person per profession.

9. Referrals are an important part of our business. People either get most of their business or their best business through referrals. That’s what BNI is all about...GIVING BUSINESS to its members.

10. BNI is a coalition of businesses with one person from each profession represented. Through this mutual support system, members help each other do more business by giving each other referrals.