

Here are Your Educational Tips for the Week of July 10th, 2006
“We All Speak the Language of Referrals”



#1 – “We All Speak the Language of Referrals”

This is a 2-3 minute activity that involves those at the meeting.

You will need to read it through beforehand and be prepared. What you say out loud to the chapter is in larger type/bold. The small print is a guideline for you.

Purpose: To help our fellow members identify their needs.

Start by telling the members...

Last week we reflected on the heritage & history of BNI but, this week it's time to get started. I know what many of you are thinking 'it's summer time, I can't invite anyone in the Summer'. How do you feel about that?

Wait for responses, repeat a few, and then say...

When do you go back to work, in September? Do you all close for two-months in the summer? Do all business close for the summer? Of course not, some may have a one-to-two week period where they actually do close but, in actuality today, most companies don't do that at all. Here's another question for you, 'Do you accept new business in the summer?'

Wait for responses, repeat a few, and then say...

I know you think that's silly but, it's not. The perception that the summer has to be slow because the world is on vacation is just ridiculous. In fact, there's probably not a better time to invite guests to your BNI meeting because there's little possibility that there's anything that could conflict with them attending. Further, more and more people know about BNI and are interested but, interested from a far until they are invited.

Show great skill and interest in inviting guests at this time of the year. NEVER loose sight of your ultimate goal to fill you POWER TEAM with the people who can help you, help others in your POWER TEAM and help you chapter achieve record numbers of weekly referrals

#2 – Listening to Customers

Do your customers call you and say "When is your next workshop?"; "I'd like to buy a new car"; or "Can you give me advice on . . .?" These are all examples of customer *value demand*. We want this and when we hear it we should realize that our outreach and marketing is working.

When customers say "Your office said you would call back"; "The widget arrived and it was the wrong color and size"; or "No one has solved my problem". These are all examples of *failure demand*. Your customers are identifying your business's failures and helping you find

solutions.

Listen to complaints - they can help you get lean because each failure represents waste in your business process and improvement will mean savings. Before you roll your eyes next time a customer complains, listen! Only 20% of unhappy customers ever complain. Fixing the problem means many more customers are going to join the value demand side of your business.

#3 - Distribute Your Information Through Various Resources.

Your networking sources can help you distribute your marketing information and materials. For example, they can include a flyer in their mailings or hand out flyers at meetings they attend. A dry cleaner attaches a coupon from the auto mechanic next door to each plastic bag he uses to cover his customers dry cleaning; a grocery store includes other businesses marketing literature in its grocery bags or on the back of the printed receipt.