

7-MINUTE GUIDE TO GIVING GREAT REFERRALS



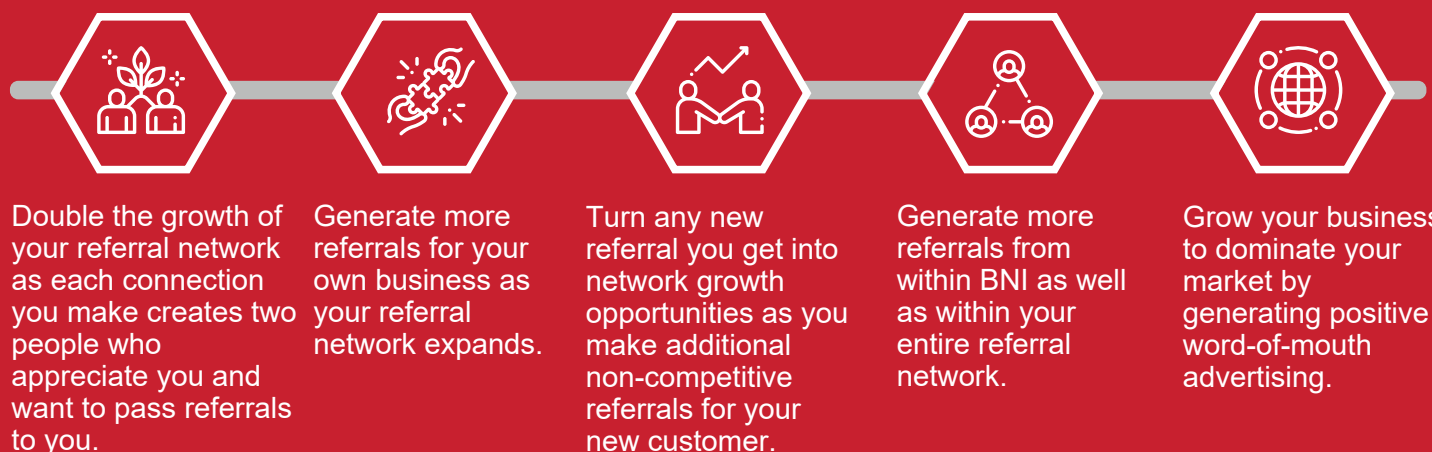
Why do some people generate the majority of the referrals in a market and get all the good customers? It always seems like one or two people get most of the referrals while everyone else battles for scraps. You can become the person who gets the referrals in your field when you become a Master Connector.

Master Connectors don't promote themselves, talk about their accomplishments or say "I," other than to say, "I'd like you to meet...". You'll often find them with at least two people around them and speaking with both at the same time. They focus on building and deepening relationships between the other two people.

The single most important skill in business is the ability to create business relationships between two people based on core values and mutual self-interest.

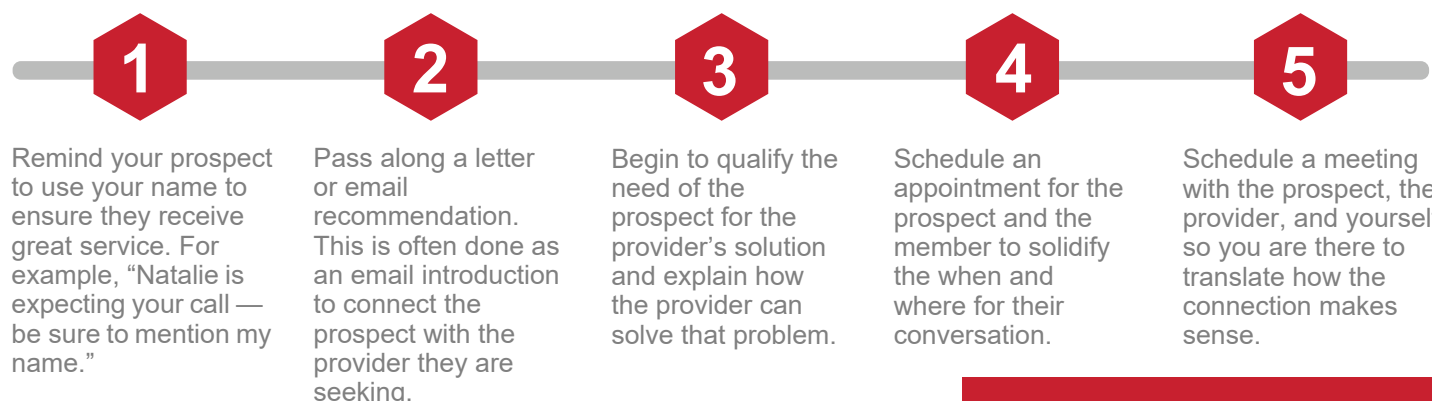


Since 1985, BNI has been teaching businesspeople like you to grow their business by building relationships between other people. It's the foundation of Givers Gain® and **is the fastest way for you** to become the most successful person in your field. **Once you learn this system, you will:**



HOW TO GIVE REFERRALS LIKE A MASTER CONNECTOR

Not all referrals are the same. Master Connectors take care to ensure both sides of a referral feel comfortable, connected and engaged. **Move up the referral levels to build the strongest network** for your own business. Here are the five types of referrals - the higher the number the better the referral:



THE EASIEST WAY TO GENERATE REFERRAL IDEAS

When you are speaking with your friends, coworkers and acquaintances, the best referral opportunities come by listening for signals that someone is planning, bragging or complaining about something.

PLANNING

People talk about their plans, the next big holiday, the next big vacation, the next big move or milestone with their family.

If they are planning a move, maybe they will need a moving company or realtor.

If they are planning a long trip, maybe they will need a travel agent or a house sitter?

BRAGGING

We brag about our kids getting accepted to school, a new home, or a new promotion.

Child heading off to college? How about renter's insurance or a car so their child can get around town? A new promotion may mean they need a realtor for a new home or financial planner for investments.

COMPLAINING

A fair number of people complain daily about their health, their home or wasted money on an unnecessary service.

For example, a supplier may tell you, 'Ugh, my computer is so slow.' This may be a referral to the IT company? Or, a friend might complain about the layout of their kitchen... this may be a referral to a general contractor.

Whenever you hear one of these referral opportunities during a conversation, ask them about it. Chances are they will love to tell you more. Then, ask if they are open to connecting with someone you know who can help them.

3-SIMPLE STEPS TO GIVE GREAT REFERRALS

1 QUALIFY

Ask if your contact would be open to receiving a call from one of your BNI Members. If yes, then...

2 CONNECT

Make sure both parties have been connected and have each other's contact information.

3 REPORT

Record the referral slip in the BNI Connect app and at the next meeting, tell the group about the referral(s) you've passed.

When you give great referrals, you are ensuring that both parties appreciate you and want to reciprocate by giving referrals to you. With time, this can double the number of referrals you get for each referral you give. This is what Givers Gain is all about. Plus, the customers you get from referrals generally spend more with you, have a stronger sense of loyalty and remain your customer for longer.

FOR FURTHER STUDY:

VIDEO

- ✓ Member Success Program – **Referrals**
(Includes additional methods for generating referrals, the difference between a lead and referral and how you can generate more qualified referrals.)



BNI PODCAST:

- ✓ **Episode 596:** I Want Referrals, and I Want Them Now!
- ✓ **Episode 588:** Want Referrals? Don't Bore Me To Tears
- ✓ **Episode 562:** How to Get Referrals



BOOK

Networking Like a Pro by Dr. Ivan Misner

www.bnineo.com