

Welcome to today's BNI Meeting!

BENEFITS AND VALUES of being a **BNI South Brunswick Islands Chapter Member**

"Business Networking International is an organization that offers highly motivated business people a weekly no-nonsense meeting that virtually guarantees them customer leads."-Business Weekly. The BNI philosophy can be summed up in two words – "**GIVER'S GAIN**". The more people you help grow their business, the more you get in return!

- **Referrals:** The opportunity to do business with someone who is in the market to buy your product or service is a Quality Referral. As a member, you will receive qualified referrals, vs. cold leads. BNI referrals are passed between members who are very well-educated about each other's businesses. Word-of-Mouth referrals are powerful!
- **Informed Sales Force:** Each week, members have the opportunity to educate and inform fellow chapter members about what they do and what is a good referral for them – and to ask for specific referrals. BNI's structured word-of-mouth marketing turns members into sales representatives for each other.
- **Power Teams:** These related but non-competitive groups of business and professions naturally provide a source of referrals for one another; natural referral connection.
- **Increased business growth and sales:** Your business will have the opportunity to increase sales via Qualified Referrals, One-on-Ones, and Guests! Networking and bringing member's sales referrals is the purpose of every BNI chapter.
- **Connections:** During meetings and a variety of community events you'll be able to share ideas, contacts and most importantly, business referrals as well as personal introductions and connections to business in the community.
- **Communication:** Learn how to effectively describe what you do – to fellow BNI Members and to EVERYONE you meet!
- **Support:** BNI Members share a willingness to support each other's businesses.
- **Structure & Professionalism:** The structure of the BNI meetings offer a reliable, proven system: Each meeting is a business meeting and keeps to time, task, and agenda; they are conducted in a professional manner. The structure and the group's professionalism are what most of our guests are impressed about their first meeting.
- **Networking:** BNI offers international and national networking opportunities. website: www.sbibni.com.
- **Trainings:** Monthly member trainings on specific topics help grow business and increase sales.

- **Commitment:** Members commit to showing up each week with “hot” referrals for other members.
- **Retention:** 75% of members renew at the end of their first year.
- **Exclusivity:** Only one person from each business category is permitted to join each BNI chapter.

Have a question? Please contact:

Chapter President:

**Susan Giuffre
National Property Inspections
910-575-2171**