



Top 10 Ways to Waste Your Time in BNI

Your BNI seat in this chapter, is worth a considerable amount of money. If you calculate the time you spend each week and the business value of your time, you don't want to squander that money. Success in BNI comes when the rest of the chapter members trust you enough to open up their best referrals, not just their normal referrals, but their best referrals. And that comes when they have seen you work, when you have earned trust with them by demonstrating your professionalism at all times.

1: show up late or multitask during the meetings

Don't be there on time and be texting while the meeting is going on or walk away for telephone calls.

2: be absent

It doesn't really make a difference if you're there. One of the things I've always said to BNI members, "How many of you have ever gotten a haircut over the phone?" It's one of those things where you've got to actually be there in order to make it work for you, so being absent is not going to generate referrals for you.

3: why invite your own guests?

Just focus on those who show up. It's really interesting; the strongest chapters of BNI are chapters that have a lot of interrelated relationships in terms of business, people who know each other. Because when you bring in somebody that you know there's a trust level that exists, and the more you have people that you know and that you're meeting with regularly, the faster the confidence curve moves. And so you want to be bringing in your own people.

4: use other people's weekly presentation time to think about what referrals you should be giving or what presentation you're going to be giving

Don't think about what referrals to give or what presentation to give while other people are doing their weekly presentation. You want to focus on their weekly presentation so that you can think of ways that you can actually refer.

5: focus your efforts on selling your services to the members

BNI is really about training a referral team, not closing a sale. And so if you come to the BNI meetings thinking that you're just going to close sales, you're missing a great opportunity, because the people in the room are not just prospective clients, they're referral sources. If you can get them to refer you, that's that classic way of farming and not hunting.

6: don't rush following up on a member referral

They know who you are; they know you'll get back to them. Not true! When you get a referral, follow up immediately

7: use one-to-ones to talk about the chapter

How many times have you seen people doing one-to-ones, and what they do is they talk about the meeting, they talk about the chapter, they talk about somebody that drives them crazy, or they talk about how the meetings aren't being run. You've got to use 1-2-1's to educate people about your business and how they can refer you. That's really important.

8: wing it with your weekly presentation

You do not want to wing it. Sit down and create a schedule for the rest of the year with your 60-second presentations. Just have the topics every week throughout the rest of the year, and then what you want to do is, a day or two before, sit down and figure out what you want to say on these topics. But plan your 60-second presentations; don't wing it.

Number 9: use your 10-minute presentation to explain minute details of how your business works

People don't need to know the inner workings of your business, but they need to know how to refer you. The more you can educate them on what a good referral is, how it works and what sets you aside from your competition, the better.

Number 10: go ahead and air your grievances among your table-mates and guests

After all, we're all adults here. In other words, spend the time that you should be marketing complaining to people about life or the business or the chapter or whatever. You're here to generate business. Focus on the business.