

# BNI Gains Worksheet

## Goals

Goals are the business or personal objectives you want or need to meet for yourself or the people who are important to you. You need to define your goals and have a clear picture of the other person's goals. The best way to build a relationship with someone is to help them achieve their goals.

## Goals

## Accomplishments

People like to talk about the things they are proud of. Remember, some of your best insight into others comes from knowing what goals they have already achieved. Your knowledge, skills, experiences, and value can be surmised from your achievements. Be ready to share your accomplishments with the people you meet.

## Accomplishments

## Interests

Your interests can help you connect with others. Interests are things like playing sports, reading books, and listening to music. People like to spend time with those who share their interests. When you and your network source share the same interests, it will strengthen your relationship.

## Interests

## Networks

You have many networks, both formal and informal. A network can be an organization, institution, company or individual you associate with.

## Networks

## Skills

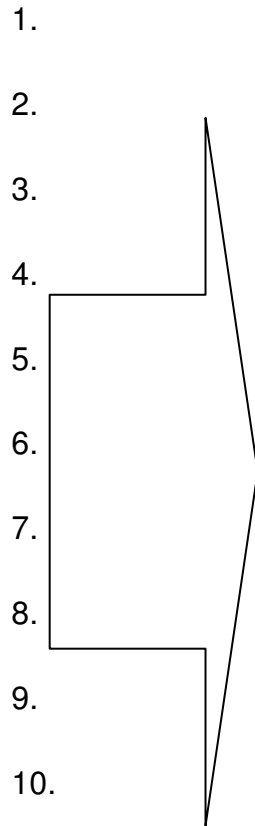
The more you know about the talents and abilities of the people in your network the better equipped you are to find (and refer!) competent affordable products and services when the need arises. And when you're trying to round up business opportunities, the more people know about your skills, the better your chances!

## Skills

How well do you know the people you want to include in your network? Chances are you have a little homework to do. Spend more time with the people you already know and concentrate on learning these five essentials – their goals, accomplishments, interests, networks and skills. Make sure you give back the same kind of information. The more they know about you, the faster your name will come to mind when an opportunity arises in which your products, services, knowledge, skills or experience might play a part.

# BNI Contact Sphere Planning Worksheet

## Contact Sphere



Contact Spheres are made up of businesses or professions that naturally provide a source of referrals for one another. They are in somewhat related but non-competitive businesses. Businesses in the same Contact Sphere have a symbiotic relationship in that they support and enhance one another.

## Contact Sphere Top-3!

**What three professions would help you round out your contact sphere?**

- 1.
- 2.
- 3.

Make a commitment of your dance partner to help fill their contact sphere by inviting people to BNI that are in their Top-3!

# BNI Last 10 Customers Worksheet

## Last 10 Customers

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

*List your last ten customers. Think about how you can increase the referrals you receive by helping your dance partner understand how to find you more customers like these! Were these customers in a certain kind of business or market? Were these customers in a specific position that you are targeting? Are there other specific companies that you are targeting that are similar to these?*

## Notes on Customers

- ✓ Where did they come from?
- ✓ What did you do for them?
- ✓ Are these average clients?

*Make notes in the space below about your last 10 customers.*

## Notes on Referrals

- ✓ Where did they come from?
- ✓ What did you do for them?
- ✓ Are these average clients?

*Make notes in the space below about referrals.*

**Power 1-2-1 Meeting (extract from Referral Institute)**

1. The following describes the products & services you offer [Be VERY Specific]
  2. How are you different from your competitors? [eg. My product comes with a 5 years guarantee.]
  3. Name businesses / people within your Target Market. [eg. Shipyard, Lawyer, Teacher, Bank Officer]
  4. Which Contact Sphere professions are still not in your chapter? [Non-conflicting industry serving the same target market]
  5. What would be good "Conversation Starters" so that I can listen out for lead phrases? [eg. Cleaner – How long does it take you to clean your entire house?, Lawyer – Do you know what your rights as an employer are?]
  6. What "Phrases Do I Listen For" to find you a referral? [Accountant – I don't have time to do my taxes! Web Developer – I'm looking to market my business internationally! Printer – I am printing material! Etc ]
  7. How can I "Qualify" a referral for you to see if they are serious? [eg.: Can I tell \_\_\_\_\_ that you are serious in getting a maid? Can I inform \_\_\_\_\_ that you will be visiting his outlet tomorrow at 11.am? The more specific the better?]
  8. What is NOT a good referral for you? [eg. : Distributors, Single men, Name Card Printing, Company with less than 5 workers. Etc ]
  9. What are the most common misconceptions of your business & what should I say? [eg.: Feng Shui Consultation are expensive? There are hidden cost behind every bridal package! Etc]
  10. Are you happy with your informercial? [ Yes / No ] My opinion is that ..... [Provide constructive feedback] No. Try to recognize why you are different.
  11. On the scale of 1 – 10, how would you rate me as a fellow member?
  12. What would I have needed to do differently to make it a 10?
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