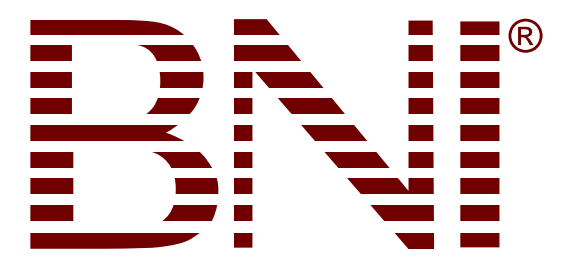
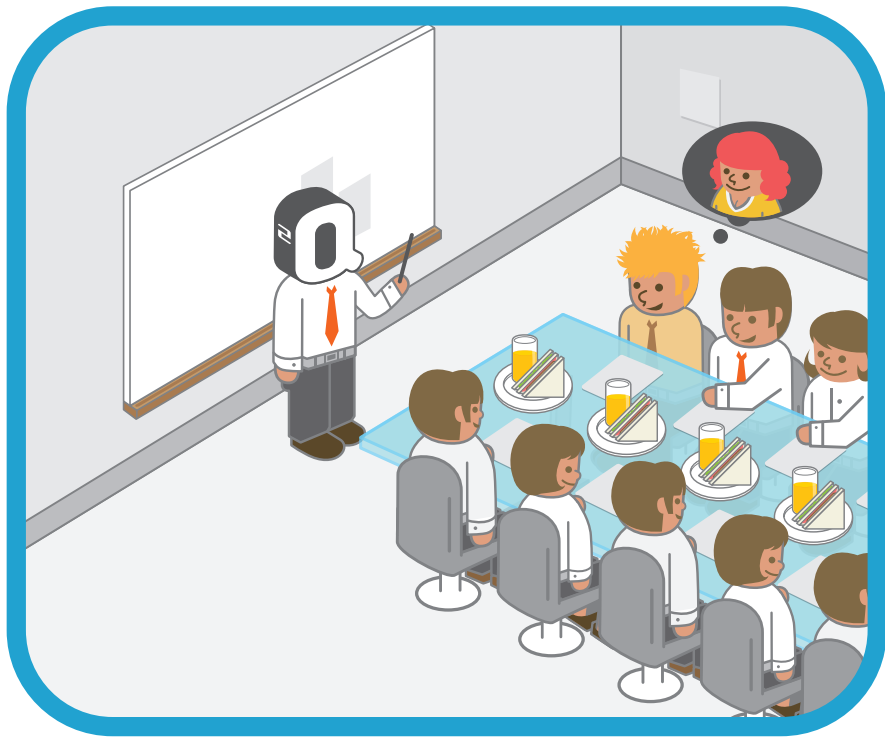


How BNI Works

visualized by 2QCreations.com

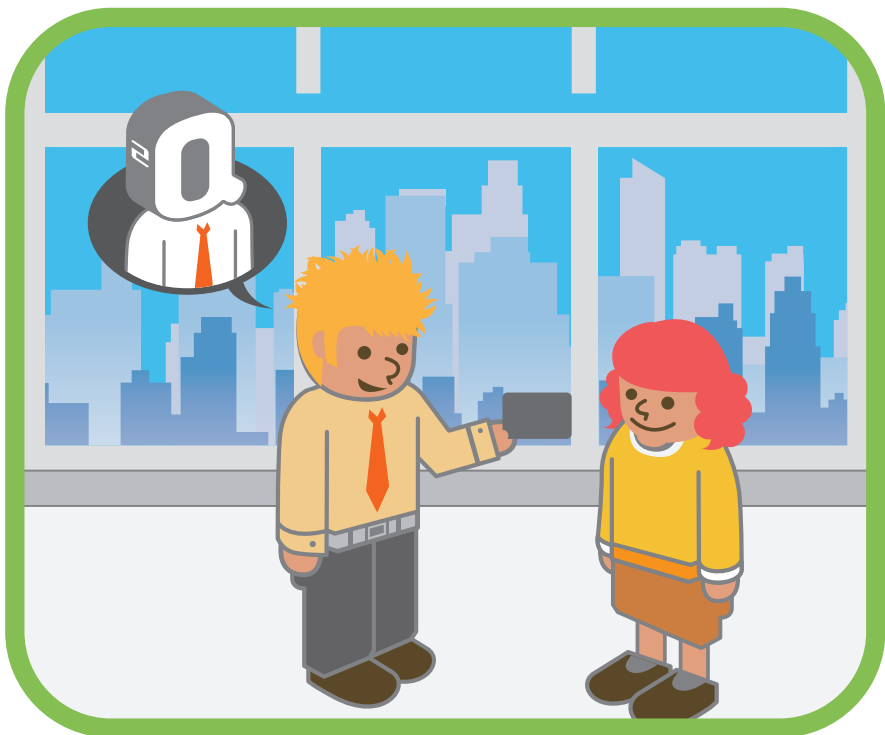


Step. 1



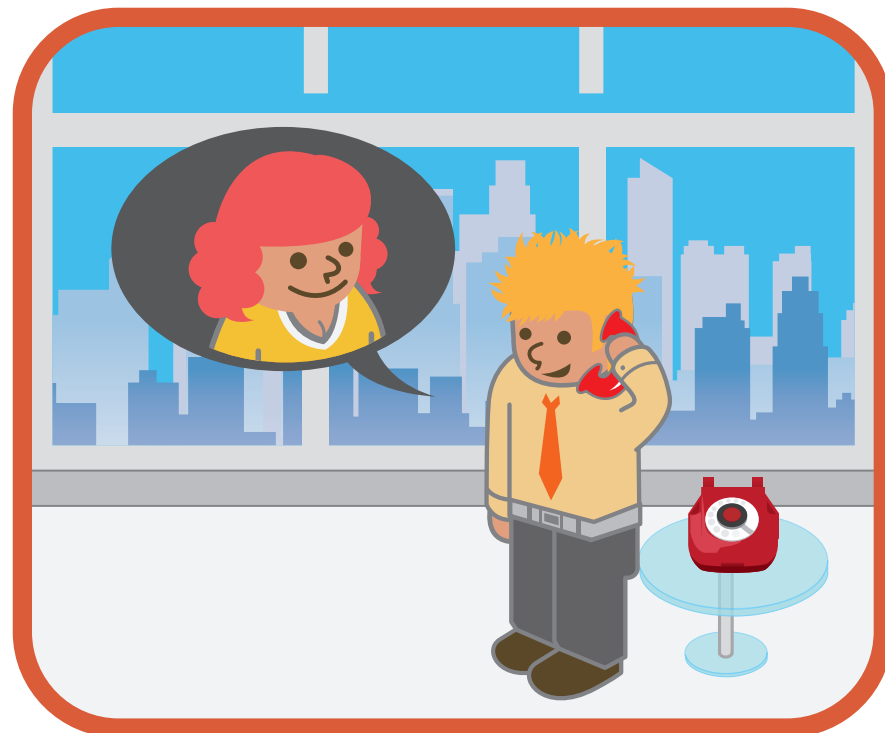
BNI is the world's largest word of mouth organization. Each week, BNI members meet with their local group and exchange business referrals. At these meetings, members have an opportunity to share with their fellow members what types of referrals they are looking for, and to ask for help securing these types of referrals.

Step. 2



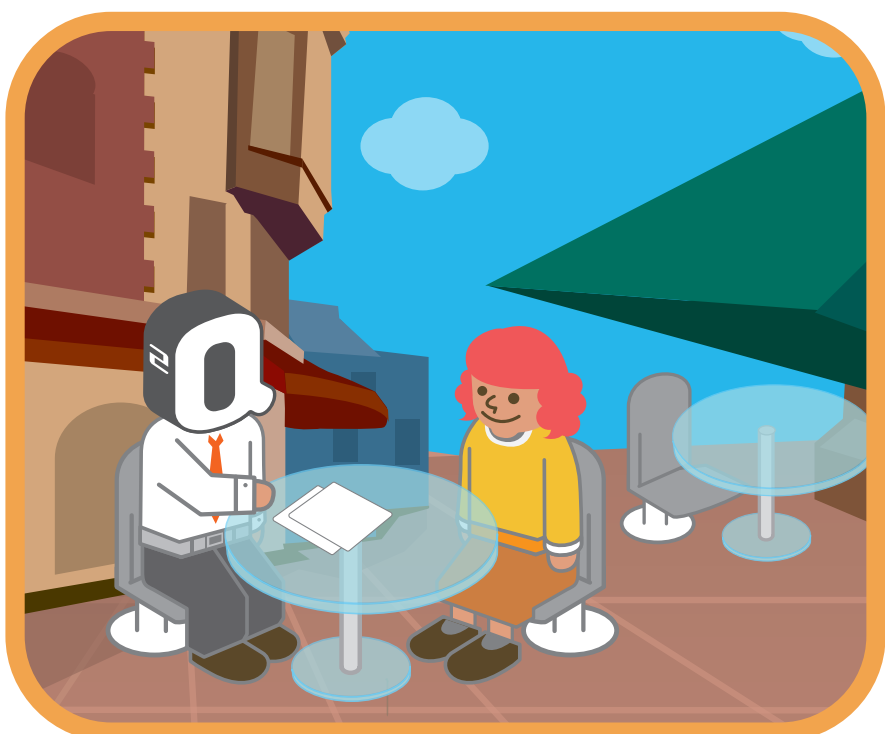
When BNI members see a business opportunity for a particular member, they will qualify the prospect to ensure that the prospect has interest in doing business with the member. Only when this has been confirmed will a referral be passed to the member.

Step. 3



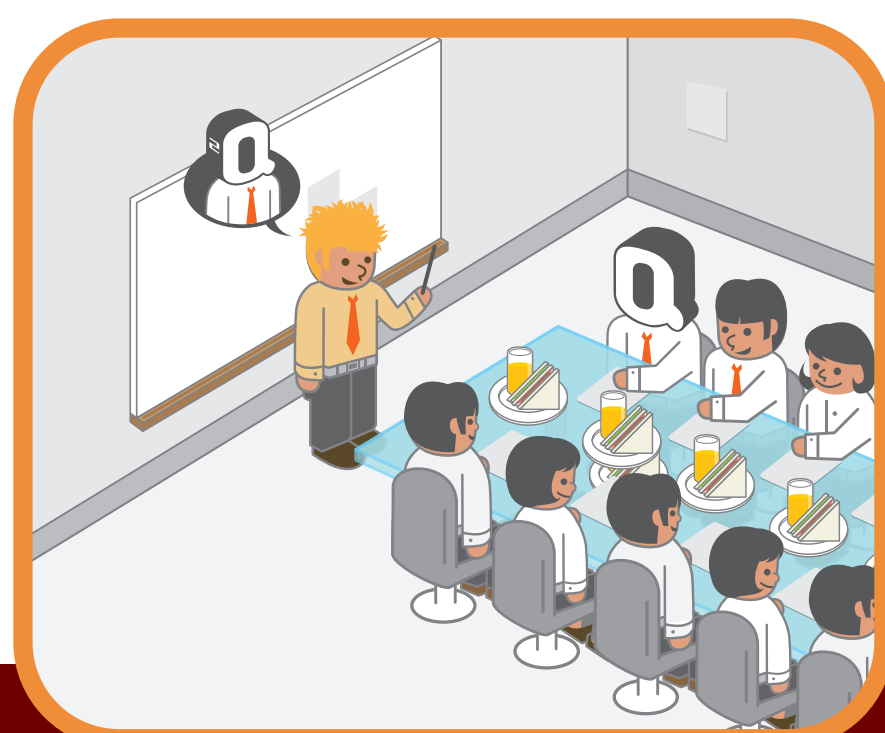
In addition to providing contact info to the member receiving the referral, the member making the referral will also contact that member to provide more detailed information, such as background information and the needs of the prospect.

Step. 4



Armed with this information, the member will then schedule a meeting with the prospect. At this stage, the prospect has been qualified as being ready and willing to learn about the products or services offered by the member.

Step. 5



Each week, during the "I HAVE" portion of the chapter meeting, the member making the referral will pass it – and any other qualified referrals made during the week – to the receiving member in front all the other members and their guests.