



#7 - Member Who Effectively Uses BNI Connect®: Chapter Tools

BNI® meetings can be very confusing to an observer and especially to a new member. There are many tools used in BNI® and with a little explanation these tools can assist all members in achieving referral success.

The BNI® content should only take 10-15 minutes to complete. The balance of the hour should be used to get to know one another and build a referral relationship.

Have online access to BNI Connect® available during this One-to-One. Active participation in accessing and setting up their BNI Connect® Profile, as well as visually seeing how to enter their activity in BNI Connect® will engage them more with the online tools available to them.

Chapter Tools of the Trade

1. BNI Connect® Member Profile – Assist the member in accessing and setting up the BNI Connect® Member Profile
2. Referrals Slips – Describe how they are completed on the BNI App. During the Referrals & Testimonials portion of the meeting, members share their contributions for the week.
3. Thank You for Closed Business – The Thank You for Closed Business Program is how we track the money generated by members using the BNI® system. Explain how the TYFCB is entered in to the BNI APP. The person whose name is on the Thank You for Closed Business will get credit for generating business in the dollar amount listed. The person who received the dollar amount remains anonymous.
4. One-to-One Follow-Up – This is entered in to the BNI APP by the member who initiated the One-to-One after the One-to-One has been conducted. Both members will get credit for the One-To-One.
5. Continuing Education Unit – BNI® provides a wide range of training for members to learn the different tools to grow their business using the BNI® system. Share the regional Events Calendar and briefly explain the benefits of each workshop. Then tell them that, after each training, they can enter Continuing Education Units in the BNI App to indicate the number of hours they spent in training. 1 CEU = 1 Hour of BNI Learning
6. Testimonials – When you can do business with a fellow member and it goes well you can give a written testimonial. Put that testimonial in writing so members can use the testimonials on their BNI Connect® profile and for marketing purposes.

Note: All these transactions are entered online in BNI Connect® or on the BNI APP. Prior to each meeting, use the Print Your Weekly Slips feature in BNI Connect® and bring your printed referral slips to be entered into the door prize drawing (if applicable) or use the system that your chapter has set up for this..

Sign the Passport once this section is completed.

