

BNI – What’s in it for Me?

1. The annual participation investment the 1st year is \$295 + \$75 registration fee for a total of \$370. That may feel like a lot of money to you. Let me put this in perspective. This fee is about \$7 per week. There’s no other advertising medium where you can get a 60-second commercial for \$7 and get warm prospects instead of just people seeking more information.

In addition, the average return on investment per year is \$15,000 in revenue. That’s a pretty good return on investment. In many cases, this return is higher and it increases with each year that you participate.

2. Another concern I hear is that “you expect me to be here weekly”. That is a big commitment. Yet, we’ve found that it’s important that you train your sales force weekly to get the kind of referrals you really are looking for. We also have a substitute program that helps the sole proprietor to promote their business at the meeting if something comes up that prevents them from attending.
3. “This cuts into my productive time.” This is a concern I hear particularly from noon chapters. Isn’t it more productive to teach the 20-30 members to help you get the best referrals than spend the time on the dreaded “cold call” and take 1 ½ of rejection?
4. “I don’t know how to network.” We have educational programs such as the Member Success Program that gets you off on the right foot to assist you to learn to network and gain success more quickly. In addition, we have a weekly Networking Education segment of the agenda to give you continuing education about referrals, networking, and building relationships.
5. “I already meet regularly with business associates and we trade referrals – why do I need BNI?” BNI provides a structured system developed over 17 years and is working in 13 countries with 43, 000 members so it’s a proven system that brings business to its members. What we’ve found with informal networking, is that with the lack of structure and accountability, down the road the focus of getting business is lost. In addition, BNI expands your marketing potential throughout the world.