

**BNI**<sup>®</sup>

# SuccessNet

european edition

An education and information bulletin for Business Network International

Autumn 1999

## Are YOU going to San Francisco?

**F**ancy spending four glorious days and nights experiencing the sights, the culture and the beauty of romantic San Francisco?

Who wouldn't? Well, this could be the best chance you and your partner will ever get – as winners in BNI's first ever UK/Ireland membership drive.

Every BNI member who sponsors one or more new members during the months of October and November is eligible to go into the draw for this superb

prize that will see the winners flying non-stop to California, staying in the renowned Hyatt Hotel on Fisherman's Wharf and being given a deluxe six hour tour of the city's countless attractions, culminating in a dramatic helicopter flight over San Francisco, the Bay and, of course, the Golden Gate Bridge!

With just one proviso – members only qualify to go into the draw when their Chapter has collectively signed up six or more newcomers during the two month period – the competition has been designed to give the most successful 'recruiters' the best chance of winning.

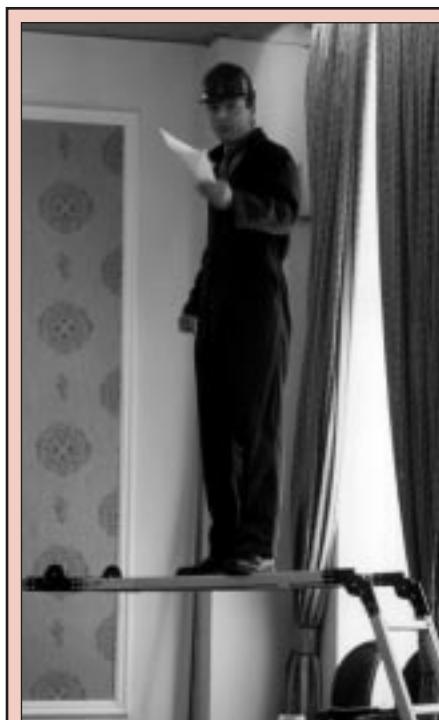
That's because, once a Chapter has qualified, members who have sponsored new members receive one entry in the draw for each individual they have recruited. So the more new members anyone introduces, the more chances he or she has to win a prize.

Laura Hurren, Executive Director for London North Central & Birmingham, who co-ordinated the membership drive and the prize draw, said: "With one prize allocated to every four qualifying chapters, each member who sponsors a new member will have up to a one in 24 chance of winning a trip for two to San Francisco.

"But of course, if an individual sponsors two new members, the odds could reduce to one in 12, while three new members would give him or her a great one in eight chance of winning.

National Director Gillian Lawson is confident that this autumn's recruitment drive will result in more business for all the members of chapters which participate, and pointed to the long established correlation between the size of a chapter and the number of referrals generated for each member.

"Naturally, we are delighted to have opened 150 chapters – with well over 3,000 members – in less than three years, but the aim now is to make all our BNI groups as successful as those which have already reached their capacity membership," she added. ■



Picture: Stewart Cunningham, Great Scot Photography

## Darrin climbs to new heights

**OK, you lot, put down the knives and forks! If I'm going to risk my neck giving you a business presentation while standing on this ladder, the least you can do is listen...**

My name is Darrin Stewart and, when I'm not exchanging referrals in Glasgow's Alpha Chapter, I'm a director of one of Scotland's largest tools and equipment hire businesses.

Naturally, we're incredibly good, we have a vast range of products for hire and sale, we also do repairs, we've got branches all over the place from Ayr to Dundee, and you'll find our prices unbeatable. So what are you waiting for? You want a memory hook as well? Oh, all right then.

How about: "Martin Plant Hire – Setting Higher Standards."

Well, you asked for it....now, can I get down please? I'm getting vertigo and my breakfast is getting cold... (With apologies to Darrin's own innovative presentation at a Glasgow Alpha Chapter meeting last month.) ■

## Membership drive rules

The following simple rules must be followed in order to enter the prize draw:

1. The membership drive starts on October 4 and ends on December 3 1999. Only applications dated between these dates will be eligible, and the date on the new member's application form is the joining date.
2. Any BNI member who sponsors a new member during this period will go into the draw, provided his or her Chapter has qualified, by bringing in six or more new members. If your Chapter does not qualify, then sadly nor will you.
3. A member of a qualifying chapter will receive one entry to the draw for each new member he or she sponsors.
4. The sponsor's name must be clearly shown on the new member's application form.
5. All prizes are for two people (ie. the BNI member and a partner) and must be taken on the set date – April 6 2000. The prizes are non-transferable.
6. Winning tickets will be drawn during December and winners will be notified before Christmas.

**Education on the agenda for all chapters – Page 3**

# It's all change at the top

## *new leadership roles will boost efficiency*

**C**hanged roles, different responsibilities and new titles for the leadership teams of every UK and Irish BNI chapter have just been introduced.

The move, which affects the positions of Administrative Co-ordinator and Membership Co-ordinator, has two key objectives – to adopt the same leadership team structure that already exists in the USA and every other country, and to allocate the workload more evenly between chapter officers.

These are the key changes which, from October 1, affect every BNI chapter in the UK and Europe:

- The role of Administrative Co-ordinator is extended to include all matters relating to membership, including chairing the Membership Committee, presenting its weekly reports to members, and keeping the chapter apprised of its (average) referrals performance. To reflect the changed emphasis, which also removes responsibility for the speaker rota and introduction of each week's speaker, the old title of Administrative Co-ordinator disappears, replaced by **Membership Co-ordinator**.

- The responsibilities of the former Membership Co-ordinator, now re-titled **Secretary/Treasurer**, are reduced enabling the post-holder to concentrate on subscriptions and weekly and monthly reports, while also taking over responsibility for the speakers' rota and the introduction of speakers.

- The (new) Membership Co-ordinator deputises for the Chapter Director, whose role and duties remain unchanged – as do those of the two visitor hosts and membership committee members.

Gillian Lawson, National Director, said the revised roles would level out the leadership team workload which had placed a heavy burden on previously titled membership co-ordinators.

She added: "People may wonder why we have had a different team structure to other BNI chapters around the world. The answer is that when we launched in Britain, BNI's senior management was piloting a new leadership team format in chapters throughout the USA.

"We were faced with introducing the experimental structure which, at the time, appeared to be the favoured model, or adopting BNI's original leadership arrangements. We chose the new model, only to find that BNI worldwide then reverted to the original roles." ■

## Making BNI work for you

By Alan McBride  
Membership Co-ordinator,  
Pinner Chapter

**M**y own new business venture was in its infancy when, 12 months ago, I accepted an invitation to visit and join the Pinner Chapter of BNI.

I was impressed by the range of business people involved, and saw obvious benefits of building relationships with local solicitors, accountants and insurance brokers – people I would probably need in the future.

While I soon began to use their services, I did not expect my Chapter colleagues to become my customers, but felt it was the people whom they knew who could generate business for me. This quickly led me to realise that, to make BNI work for me – and help Chapter members – I had to learn some important networking lessons, which I hope may be of interest to other colleagues:

**LESSON 1: Make it easy for your Chapter colleagues to refer to you. Try to become an enthusiastic networker, and show you are interested!**

I decided my first tasks were to let my Chapter colleagues know the sort of people I dealt with in business – hence those I wanted to hear from. I also wanted to demonstrate I was an avid networker, happy to talk to people even if there was no immediate need for my services. The key was to forge long term relationships, knowing there may well be some future requirement.

**LESSON 2: Don't be afraid to shape the Chapter to your own advantage...**

Believing that members of my BNI group weren't going to be my customers, even if they knew people who might, it seemed sensible to try to influence the composition of my Chapter.

After all, every member is encouraged to invite others – so why not use that bonus to invite people who can network naturally with you in similar contact spheres? So, I tend to invite those who sell in the same market sectors as me.

**LESSON 3: The more people you network with, the more spin-off referrals you'll get.**

Contrary to my expectations that Chapter colleagues would never need my services, three of them have used us, and one of these referrals provided a wonderful spin off when I met the member's accountant who was so impressed with our work, that he introduced us to another of his clients, producing a further £7,500 of business.

**LESSON 4: Use your BNI visitor invitations to gain access where others fail.**

It may not be BNI policy, but you can use Visitor Days to gain unrivalled access to senior people in companies with whom you'd love to do business!

Our recent Visitors Day led to my receiving £12,000 of business when, after sending out invitation letters to local managing directors one recipient called to say he was interested in BNI, but his greater need was to recruit a finance manager and could I help him.

Within ten days, he had appointed our candidate and sent a colleague to the Visitors Day. Had I sent the same managing director a standard sales pitch letter, on the same day, I'm quite sure the approach would have finished in the wastebin, rather than in new business.

Since joining BNI, we've generated £30,000 of additional business – something I never expected. Networking is hard work, but BNI makes it enjoyable. As a result, I'm learning to work smarter, not just harder. Learn BNI's secrets of networking, and you can soon be doing the same...

**TWENTY SEVEN** new chapters were launched in England, Scotland and Ireland during the third quarter (July-September) of 1999, averaging more than two per week.

As *SuccessNet* went to press, BNI was about to open its 150th chapter at Swords, North Dublin. Chapters opened since July 1 are:

**ENGLAND:** Aldwych (central London), Bexleyheath, Camberley, Cambridge, Colchester Castle, Croydon, Dorking, Eltham, Enfield, Huntingdon, Ipswich, Lewes, Malvern, Manchester (Bridgewater), Peterborough, Shenfield, St. Pauls (City), St. James (London West End), Stoke-on-Trent and West Manchester.

**SCOTLAND:** Edinburgh (Barnton), Falkirk, Motherwell, Paisley and Stirling.

**IRELAND:** Abbey (Cork) and Sandyford (Dublin).

## Lawson's Lore

BNI National Director  
MARTIN LAWSON writes...

**A**s BNI nears its third anniversary in the UK, and we reflect on remarkable progress, it would be a foolish person who said there were no lessons to be learnt. So I would like to highlight three ways in which we can assure BNI's continued growth over the next three years.



Busy chapters, with good leadership, are the core of BNI's success. But even the best leaders need support. It is not enough simply to turn up for the weekly meeting. Each one of us has a duty to help grow our chapter, by introducing visitors, sponsoring members and promoting team spirit.

Maintaining the flow of quality business referrals is the core of a Chapter's success. While many are doing fantastic business, there are some whose fortunes have temporarily dipped. My message to them is: Don't worry. Keep working at it, adhere to procedures, and it will come back.

Consistent, committed networking is the key to individual success in BNI. Some members give (and gain) extensive business soon after joining. Others take months to get results. The key is to learn about your colleagues' businesses, while making sure they understand how they can help you. Experience shows that those who develop good networking skills reap the best rewards – a key reason for the introduction of an educational session to all chapter meetings.

The role of referral networking will be even more important in the new Millennium, not least to counter workplace isolation created by the Internet, e-mail and e-commerce.

The soul of the human race is manifested through our personal and business relationships, bringing collaboration and mutual benefit.

BNI reflects this ethos, which is why it will be vital to business in the next century. Meanwhile, you all take credit for ensuring BNI concludes this one in such good health. ■

## Networking education on agenda for all chapters

**E**ducational Co-ordinators were being appointed in all of BNI's chapters worldwide as *SuccessNet* went to press, as a prelude to the introduction this month of a permanent learning slot in the weekly meeting agenda.

The initiative, which has been successfully piloted by some USA chapters for the past year, is intended to give a major boost to the business marketing skills of individual members, by including a three to five minute presentation on a variety of networking topics, chosen by the Educational Co-ordinator.

In addition to identifying appropriate colleagues to deliver different presentations, the Co-ordinator will also be required to create and maintain a chapter library to provide a growing source of reference materials – including audio

and video tapes, books and articles.

National Director Gillian Lawson said: "Education is a key part of BNI's philosophy. We believe the vast majority of members will welcome the inclusion of a regular education/training item at weekly meetings, because the acquisition of additional networking skills can only increase the number of referrals exchanged."

She said Educational Co-ordinators would be free to develop their own programmes, and could choose whether they or other Chapter members made the weekly presentations.

"We want to stimulate ideas, and encourage chapters to address those networking issues which they regard as a priority, so no two chapters will approach the subject in quite the same way. That, we think, is very healthy." ■

## Tony travels in style with BNI



Barely four months after joining the organisation, Watford Chapter member Tony Weiss is already happy to tell business colleagues: "BNI is the best thing since sliced bread!"

And well he might, for Tony (above) reckons that without becoming a BNI member, he would not have been able to spend the hot summer driving around in a £40,000 Porsche Boxster Convertible – his reward after signing up 200 personal customers for his company, Telecom Plus which provides call charge discounts on all fixed and mobile telephone lines.

Tony was introduced to BNI by one of his clients, beautician Sue Bryan (a member of Watford Chapter) and after one meeting he was hooked.

"In my first three months I received 60 referrals, of which I was able to convert

two thirds into new business. Those extra customers took me past my target, for which my reward was the extended loan of one of the company's top cars – the Porsche," he said.

"One of the first things I did after delivery, was to drive it to my Chapter's next meeting and there were more than a few envious faces in the car park. But my colleagues were pleased that they'd contributed to my success."

Tony is happy to admit that had he not joined BNI when he did, his motor-ing this summer would have been a lot less appealing in his own Nissan Almera.

His next goal is 500 customers which should earn him and his wife a Concorde trip to New York.

"Since joining BNI that target looks a lot more attainable." ■

## Focus on... Dublin & NE Ireland

# Alive, Alive O, in Dublin's fair city

**J**ust 20 months ago, BNI was unknown in Ireland. Today, it is not only well known throughout much of the country's business community, but has already earned a reputation for being the hotbed of business innovation in major cities like Dublin and Cork.

Nowhere is the organisation's Irish success more apparent than in the cross-chapter networking successes being enjoyed by members of the seven

Dublin-area chapters who, in Executive Director Pat Guiden's words, have "taken BNI's basic networking philosophy to new heights by constantly taking new and exciting business initiatives.

"We are creating a quality that sets an example for the whole organisation," said Pat, who next month joins the prestigious Founder's Circle for his contribution to BNI's 'Givers Gain' philosophy.

He added: "What is really remarkable is that scores of Dublin people who, until recently, did not know each other,

now meet several times a week to develop their mutual business interests, all because of BNI. It has literally been responsible for bringing the city's business community together."

With five more groups due to open in the Greater Dublin area by Christmas, Pat believes that BNI membership is rapidly becoming a 'must have' for many of the city's business people.

"BNI enjoys a high profile for such a young organisation. But things are still in their infancy. Just watch us go..." ■

## Fings ain't what they used to be!

**S**omething quite remarkable has just happened in Dublin's Fingal Chapter. They've put up the 'Full' sign, and launched a waiting list for new members.

Why is that so special? Because six months ago, Fingal was on its heels, struggling along with barely 20 members, weekly business referrals down to a trickle and the mood around the breakfast table naturally subdued.

Then along came new Chapter Director Joe Murphy with his new leadership team, Jeud Ennis and Roddy Comyn, pledging that before the end of their term in office they'd elevate Fingal to become one of Ireland's best chapters. It was a brave promise.

However, with three weeks of their 'term' left, Joe and his colleagues welcomed the Chapter's 40th member last month, and announced to the Group:

"We're full and business is booming, so anyone wanting to join us will have to go on the waiting list..."

What may be even more surprising to some, is that they achieved this dramatic improvement by doing nothing more than going back to basics, and running their Chapter using BNI's tried and tested principles and procedures.

Joe Murphy said: "Having watched Fingal Chapter begin to struggle, there was only one way to go – upwards.

"We looked at the way meetings were run, and we sought the advice of BNI's local and national directors – which was that we should have faith in the well-established guidelines, and not deviate from them.

"So that is what we did, starting with a successful Visitors Day when nearly 50 new faces came through the door.

"We immediately signed up nine new



members, found three more for other chapters, and recruited a further seven for our own Chapter in the following weeks," he added.

"But most important of all, we follow the meeting agenda, week by week. It resulted in our passing 121 referrals in July – more than double our best previous month – and, after just four months of returning to basics, we'd swollen our membership to 36.

"My advice to any chapter going through the same thing, with numbers stagnating, referrals dwindling and the 'fizz' disappearing, is to relax, go back to BNI basics, apply these well and see the chapter spring back to life," Joe added. ■

## Chapter teamwork launches US giant

When BNI's founder Dr Ivan Misner paid his first visit to Cork earlier this year, he could not have guessed that his keynote address to Irish chapter members would directly lead to one of the most unusual cross-chapter referrals since BNI arrived in Ireland.

But that's what happened when, after the presentation, John Clarke and Barbara Warner, from the **Dun Laoghaire Chapter** met Maureen Hewitt and Gerard Tannin from Dublin's **Airport Chapter**, and between them went on to organise the major relocation launch in Dublin for a giant US cable-laying company. The launch, to mark the opening of new headquarters for Global Crossings, took place on Independence Day – and involved the combined services of six BNI members from the two chapters.

Maureen, who runs a special promotions company, Looking

Glass Events, said: "My business partner Gerard and I decided to travel to Cork to learn more about BNI from Ivan Misner and, during the event we met Dun Laoghaire members John and Barbara who run a design and marketing company, Clarke Warner.

"They told us about the approach they'd received from Global, wanting a major launch for their arrival in Ireland.

"Things just escalated from there until nearly every aspect of the launch event was handled by different BNI members."

Others involved were Airport Chapter florist Philip Wynne and his colleague Derek Flynn who undertook the catering – so successfully that he received two further bookings, one for a wedding reception and another for next year's Independence Day celebrations. ■

## Focus on... Dublin & NE Ireland

# Iceland beckons 'Frequent Flyer'



AIRPORT INCENTIVE: Matt Duff, Tony Griffith, Maureen Hewitt and chapter administrator Gerard Tannen.

**I**t could only happen in Ireland, but just weeks after its launch it is being hailed as one of the most innovative incentives for boosting quality referrals.

What are we talking about? Why, Dublin Airport Chapter's new Frequent Flyers Touchdown Competition, of course – for which the winner gets a weekend for two in... Iceland!

The competition, launched last month, was devised by the leadership team to encourage members to produce at least one qualified referral for every other member of the Chapter.

To enable everyone to check on their progress weekly, the Chapter has designed a large grid-format scoreboard which is updated at every breakfast meeting.

The first person to complete a vertical 'runway' of referrals for the other 30 members, wins the trip with a difference!

Matt Duff, retiring Airport Chapter Director, said: "We can all too easily fall into the habit of producing referrals for the same golden circle of businesses, but our competition concentrates minds on looking out for all the members of the group."

In the spirit of inter-chapter networking, the top prize was generously donated by a member of neighbouring Fingal Chapter, Tony Griffith of Solar Travel, but there are also two runners-up prizes and a monthly award to the member achieving the best spread of new referrals.

Maureen Hewitt, Membership Coordinator until this month's leadership changes, added: "After Tony had shown us a promotional film of Iceland's attractions, you could feel a buzz of excitement go round the table."

"Our referrals in the past month have risen significantly and I won't be surprised if someone hits the target before Christmas, giving themselves an unusual extra present."

## Eugene nets the Irish sale of the century

**D**ublin estate agent Eugene Murray is a happy man after being involved in one of the biggest out-of-town property deals of his career – all because he joined BNI last year.

After 15 months in the city's Airport Chapter, Eugene had already experienced the benefits of membership on a number of occasions, but none of his previous referrals came close to this one – the sale, by auction, of a country estate on the Tipperary/Galway border for just over IR£3 million.

"It was an amazing deal from the start," he said, after being passed the referral by solicitor Maurice Leahy.

"We initially valued the property at around £1.3million but for various reasons its disposal was delayed. I thought we'd found a buyer on the evening before it was due to go to auction, but

he was reluctant to increase his offer by the £100,000 we felt would clinch a deal," Eugene added.

"Ironically, when it went to auction the next day, two previously unidentified parties pushed the bidding up to more than £3 million.

Ironically, Eugene's gain was an unnecessary loss for at least two of his rival agencies, as Maurice revealed.

"When we started the chapter 18 months ago, we were keen to recruit an estate agent. One came to a few meetings but decided it wasn't for him, and then another one joined – but he also left after a short time.

"We struggled to find any Dublin property agent interested, until Eugene visited us last summer. He was very enthusiastic, so it's perhaps appropriate that his foresight has produced this reward. His predecessors must be kicking themselves."

## Millennium Bug Ball takes no chances

Inter-chapter networking by Dublin's Baggot Street and Airport Chapters has produced what could be the most unlikely, but spectacular New Year's Eve event: a Millennium Bug Ball being held 24 hours early – and simultaneously across five different venues in three countries!

It takes place on Thursday December 30, centred on Dublin's Burlington Hotel with four satellite balls in Cork, Galway, Glasgow and Manchester – all co-ordinated through an e-commerce website

Autumn 1999

(www.excellentevents.com) and each incorporating a banquet, live bands, DJs, light shows and a masked ball featuring "a cast of exotic creatures, sporting one of a unique series of limited-edition collectors' insect masks."

So says Sharon Slowey, Chapter Director of Baggot Street whose company, CheckMate Design is producing all of the costumes and mask designs, which are being put forward for an Irish Design Council award.

Co-staged by the Airport Chapter's Maureen Hewitt of Looking Glass Events, the balls have already attracted widespread publicity in the Irish press, not least for their curious timing.

Maureen explained, tongue-in-cheek: "Some say this New Year's Eve could be the end of the world, so why take any chances?"

"That's why we're having our party a day earlier than the rest of the world."

## Challenge of the Internet



It's quick, it's smart, it's free, so what are you waiting for?

# Welcome to NETWORK CENTRAL

**A** new interactive and totally free marketing service has been added to BNI's website, enabling members to promote their products and services to thousands of potential customers – at the click of a button.

While not intended to replace the many excellent Chapter websites now being hooked into BNI's fast expanding worldwide

Internet family, Network Central is unique in that it provides a ready-made service to members whose businesses do not need to have either their own independent websites (or pages), or even be linked to a Chapter website.

By dialling into BNI's European website ([www.bni-europe.com](http://www.bni-europe.com)), BNI members go straight to a simple menu which asks for relevant chapter and business information, with the opportunity to provide a short description of services.

Initially, members registering their business interests on Network Central will have their details promoted on the website for one month which, even at this stage of the site's development, means the possibility of being seen by up to 16,000 visitors a month.

Information about services will be stored and accessed both by business category and geographical area, enabling anyone wanting a plumber in Plumstead or a solicitor in Stirling, to quickly pinpoint names and contact details.

Martin Lawson, UK National Director said: "We have sought to offer members the best possible access to the latest marketing and networking communications, which is why we already have a comprehensive BNI website with members' services, bulletin boards and a resource centre, along with an Internet chatroom and, a new development, our own e-commerce facility. (see story this page) ■

## So you want to be an Internet star?

**W**ould you like to be an Internet star for a month – with your company featured on the web for all to see?

Of course you would, so here's your chance... Every morning around breakfast tables up and down the land, members deliver their 60-second commercials to chapter colleagues and, as confidence grows, so does the quality of many of these weekly promotions.

Now BNI wants to find the 'best of the best' commercials to encourage other members to be more adventurous in their approach to the 60-second slot.

So, if you think your latest one-minute promotion is a cut above the rest, then get recording!

Each month, the most creative and persuasive commercial received, will be transferred onto BNI's worldwide website, where it will stay until replaced by the following month's winning entry.

Gillian Lawson, National Director said: "Visiting chapters around the UK and Ireland, we've heard so many excellent presentations and often wished we could give them a much wider audience.

"This competition will not only achieve that, but also give winners the reward of having their business services promoted free of charge on a major website for a whole month."

Send your audio cassettes (marked 60-Second Competition) to Gillian Lawson, BNI, Gate End, Northwood, Middlesex, HA6 3QG, to arrive by the 25th of the month. ■

## See it, like it, buy it!

Need to brush up on your marketing techniques? Want to learn the latest networking skills? Wondering how you can buy Ivan Misner's best-selling reference books on winning new business – from the comfort of your armchair?

Within the next few weeks you will be able to do all these things and much more, thanks to the addition of an e-commerce facility on BNI's website enabling members to review the organisation's substantial training literature, and then purchase it directly through the website.

Martin Lawson, National Director, said: "Training and education are permanent priorities for BNI and with the Internet's rapid growth, it was obvious that we should use it to promote our continually expanding range of material.

"More and more members are using the BNI site, so it makes sense that they should be able to order and pay for items which will then be delivered direct to their doors." ■

## Monday chats move a week!

BNI members who like to 'Yahoo' to each other on BNI's Chat Room once a month should note that the session is moving from the first to the **second Monday** evening of the month with immediate effect, to avoid a regular clash with assorted national holidays in Europe.

This month's topic is the introduction of the new chapter leadership team roles, when national directors Martin and Gillian Lawson will also answer questions from members on-line.

November's session (on Monday, 8th) will look at the newly created role of

educational co-ordinators and discuss the benefits for all BNI members.

"It's a great ideas exchange forum," said Martin. "We are often joined by BNI members from overseas including our American colleagues, and founder Dr Ivan Misner is no stranger to our Chat Room. Those who regularly join us on-line say they pick up a lot of valuable business information."

The simplest way to enter the Chat Room is through BNI's own website [[www.bni-europe.com](http://www.bni-europe.com)] where you will find it as an option after clicking on the UK on the map. ■



AWARD WINNER: David Drew

## Heady success with a little help from his friends

Pipped to a top national award only by the Queen's personal Sloane Street coiffeurs, Windsor Chapter's resident hair expert, David Drew now has the proof that he stands head and shoulders above the rest when it comes to running a top hairdressing salon.

After having his Hair Advice Centre at Englefield Green voted runner-up 'Independent Salon of the Year' in the prestigious British Hairdressing Business Awards last month, David was able to end his Chapter presentation the following week by proudly holding up his certificate – and paying credit to BNI and his Windsor colleagues for helping him achieve such distinction.

David became a member of the Windsor Chapter a year ago, and has no doubt that BNI's business ethics and procedures have contributed to his success.

"Since joining BNI, I have sought to adopt many of the business standards and initiatives discussed at weekly Chapter breakfast meetings and I am sure this helped in the national awards which required me to demonstrate overall excellence in hair salon management, not just interesting hair creations." ■

## North Ealing gets on line with its own website

North Ealing in West London is the latest chapter to launch its own Internet site, designed and developed by member company, Resolution NTS in association with site hosts, Internetters Ltd who provided the domain name – [www.business-ealing.co.uk](http://www.business-ealing.co.uk).

Resolution's Sales and Marketing Manager Adam Speck said: "More and Autumn 1999

# Jon spells it out for the right contacts

When Corporate Events organiser Jon Dutfield joined BNI's Reigate Chapter, it did not take long before he was having "a great laugh and good sport" with his new-found colleagues. The trouble was, that's all Jon experienced during his first few months in the Chapter.

"Much as I enjoyed the camaraderie, it was starting to seem a waste of time – and hardly worth the effort of struggling out of bed at six o' clock," he admitted.

So Jon analysed the situation and concluded that, despite his invariably entertaining 60-second presentations, none of his colleagues understood his business or the contacts he needed within the corporate business environment.

"I decided I'd have to spell it out in simple terms," he said. "So I started telling colleagues exactly who, in precisely which organisations, I needed to reach – and asked them simply to give me some names."

To his surprise, it quickly started to pay dividends. Perhaps the best referral led me to a national financial services company, and as a result of our work for them we were recommended to another international company for whom we have just completed a project.

"With some other smaller referrals, we could be looking at around £250,000 worth of turnover that has come through BNI – something I didn't think would happen not so long ago." ■



## Stanmore breakfast charges boost Hospital fund

The leadership team of North West London's Stanmore Chapter has found a novel way for members to help a local hospital, without anyone feeling the pain.

By negotiating a particularly good price for breakfast, while still charging members the usual £5 a head for their Chapter meal, the team has built up a small reserve of excess funds, which the Chapter recently put to good use by helping Northwick Park Hospital's Paediatric Unit, which caters for seri-

ously ill youngsters. Now, thanks to what Chapter Director Andrew Rhodes eruditely describes as "expert financial management" on the part of his leadership colleagues, the Unit had an extra £250 to spend on more equipment.

That was the amount presented by Andrew and Chapter members (see picture above) to the Unit's fund raiser Margaret Amos – who, *SuccessNet* is happy to report, was not asked to pay for her breakfast. ■

more businesses are becoming Internet aware, recognising the Web's potential as a communication tool, and it is imperative that we all consider the impact it will have on our business.

"For BNI the benefits are greater productivity and a more effective means of instigating chapter growth, while it offers North Ealing Chapter members an

instant web presence and an excellent showcase for their services," he added.

Adam, who also serves on the Chapter's Membership Committee, is offering other BNI chapters a subsidised service to get on-line.

Adam can be contacted on 01895-834247 or by e-mail on [adam.speck@resolution-nts.co.uk](mailto:adam.speck@resolution-nts.co.uk). ■

# Is your networking 'Chapter-bound'?

**T**he BNI Appointment Card system can be a bountiful source of new referrals for everyone who uses it, as a mechanism to become better acquainted with other Chapter members, and learn about the referrals they want, in a structured, non-threatening environment.

The mutual 'pay off' from arranging one-to-one meetings with and visits to other chapter members, is an understanding of the intricacies of each other's businesses, empowering both parties to identify the precise referral sources they need in order to strengthen the new business relationship.

In Milwaukee we have tried a number of different ideas for developing the Appointment Card system, which we believe can work just as well in the UK and Ireland. Here are four variations of

## BNI fee structure update

After being pegged for over three years, BNI subscriptions in the UK and Ireland go up next April, but members can defer the rise in one of two ways.

Your annual subscription can be renewed before April at the current price, even if it is not due until later in the year.

Alternatively, by paying a new biennial fee after April 1 when your subscription falls due, you can obtain a further two years membership at the current rate.

From April 1, UK fees will be (Ireland figures in brackets): 12 months subscription – £280 (IR£340); Biennial (2 years) subscription – £500 (IR£600); Registration fee (on joining) – £60 (IR£70). Anyone wanting further information should talk to their Chapter Secretary/Treasurer.

CRAIG CAMPANA is BNI's Executive Director in Milwaukee, Wisconsin, and a man with strong views about how members can improve the number of business referrals they give and receive. In this second part of his analysis into making BNI's Appointment Card system work effectively he urges all members to treat the breakfast meeting as the start of their weekly BNI activities, rather than an end in itself. His conclusion: Try to meet at least one BNI colleague (away from the meeting) each week...

the same theme for extending your referral base. Why not try them all and see which one suits you best?

### 1 Collaborative effort:

Chapter members operating within the same referral 'contact sphere' can plan collaborative efforts, such as the development of a joint presentation to potential shared clients, or the production of a joint business marketing brochure.

In appropriate cases, this collaboration could be extended to two or three members making joint sales calls (on agreed potential clients) to maximise their new business efforts.

### 2 Facilitated GAINS Exchange:

In my first article I talked about the GAINS Exchange and it is perhaps worth reminding yourself of this important process, discussed in Dr Ivan Misner's book "Business by Referral".

The idea is for a group of five or six members to meet and each describe their own GAINS (Goals, Accomplishments, Interests, Networks and Skills) before answering questions.

At the end, each member summarises what he or she has learned about the others, and pledges to find one referral for each colleague in the group.

### 3 Open Networking GAINS:

This variation is designed for your use in the valuable 15 minutes of open networking immediately prior to the formal agenda of our weekly breakfast meetings. Spend this time interviewing as many members and visitors as possible and, with each person you meet, make a note of his/her GAINS on the back of their business card and, using your Appointment Card, arrange a firm date

for a one-to-one meeting when you can obtain more in depth information about your colleague's business needs.

### 4 GAINS Interchange (A great Giver's Gain exercise):

Another way to stimulate referrals at Chapter breakfasts, is for each member to place three business cards in a basket as it is passed around the table. On the basket's second trip, each member retrieves three different members' cards and completes Appointment Cards for each of those members, conducting one-to-one sessions at which each identifies the other's GAINS with the intention of generating a new, each-way referral.

Handled properly, it means you'll be giving three extra referrals and receiving three new ones as well!

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