



SuccessNet

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AN EDUCATION AND INFORMATION BULLETIN FOR BNI MEMBERS

WINTER 2001

Fly the Big One

Sponsor one or more new members over the next two months and you could be taking a helicopter trip over one of the world's most breathtaking natural wonders – the Grand Canyon in Arizona – as the climax to an action-packed stay in the most vibrant city on earth, Las Vegas!

If you've always promised yourself a trip to Nevada's funtime capital, but could never quite afford it – here's your chance of a lifetime to spend four glorious days and nights experiencing the sights, style and sheer excitement of the city that never sleeps.

To gain an excellent chance of joining BNI prizewinners as they head west in May, all you have to do is attract one or more new recruits to your chapter during February and March.

With the single proviso that members only qualify to go into the draw when their Chapter has collectively signed up six or more newcomers, the competition gives the most successful 'recruiters' the best chance of winning.

This is because, once a Chapter has qualified, members who have nominated new members receive one entry in the draw for each individual recruited. So the more new members anyone brings into their participating Chapter, the more chances he or she has to win the spectacular prize.

Gillian Lawson, BNI National Director who is co-ordinating the membership drive said: "We have again allocated one winning ticket to every four qualifying chapters, which means that a member who sponsors a single new member has a reasonable one in 24 chance of winning this trip for two. But if the same individual brings in two, three or more new members, that person can much improve his or her chances.

If YOU become one of the lucky Las Vegas winners you must be able to travel on the set dates booked for our competition winners, departing on

Grand Canyon beckons for Membership Drive winners



GRAND VISAGE: One of the spectacular sights that awaits the winners.

Thursday, 17th May and arriving back in the UK on Tuesday, 22nd May. Dates and prizes are non transferable.

You should also note that meals are not included, nor travel between home and London or Manchester Airport.

Gillian added: "It should be a fantastic trip for the winners, but even those who don't win will gain by having helped increase the size of their chapters."

As a winner you will:

- Fly into Las Vegas from London Heathrow or Manchester Airport
- Spend four nights at the Excalibur Hotel close to all the main attractions
- Have time to take in all landmark attractions and the colourful night life
- See some world-famous tourist sights, including the Grand Canyon.

Membership drive prize draw rules

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

1 The membership drive starts on Monday, 29th January and ends on Friday, 30th March 2001. Without exception, only applications dated between these dates will be eligible, and the date on the new member's application form will be deemed their official 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 collectively bringing in six or more new members. If your Chapter does not achieve this target, you will not be eligible.

3 A member of a qualifying chapter will

receive one entry to the draw for each new member he or she sponsors between the dates shown. One prizewinner will be chosen from every four qualifying chapters.

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 specified dates in May 2001. The prizes are non-transferable.

6 The winning members' tickets will be drawn in individual regions during December, either at joint chapter events, or at chapter meetings. All winners will learn of their good fortune no later than Friday, 20th April.

Alan's talk puts members to sleep – Page 5



The Big Deal

BNI founder puts Ian in driving seat

It's amazing how far the power of BNI's networking can reach, as Ian Weaver, a friend of James Cruickshank, Executive Director for East Anglia, recently discovered.

Ian planned to expand his executive travel business by purchasing a stretch limousine, and knowing of James's connection with BNI he turned to him for help to find the vehicle he needed.

Shortly afterwards, James attended the international conference in America where he met Ivan Misner and asked him if he knew of a supplier in the States who could produce the 'perfect limousine.'

Ivan scanned his business card holder and came up with Tony Dalia of Inland Auto in San Dimas, California who just happened to have the exact vehicle that Ian wanted, in



• Ian Weaver and James Cruickshank with the new stretch limo.

stock: a 4.6 litre Lincoln Stretch Towncar V which has considerably increased Ian's business revenue.

"It was a big investment," Ian told *SuccessNet*, "but definitely worth trav-

elling 7,000 miles to secure the car, which has now increased my business revenue. In fact I'm so impressed with BNI's networking skills, I'm seriously thinking I should join up without delay," he added.

Martin escapes for New Year!

When a crushed disc unexpectedly landed National Director Martin Lawson in hospital early last September, he joked to his family: 'Don't worry, I'll be home for Christmas...'

Four major spinal operations later in two hospitals, BNI's resilient leader could still smile and see the funny side when, having failing to achieve his tongue-in-cheek deadline, he finally 'escaped' from hospital on New Year's Eve, able to wake up on New Year's Day in his own bed for the first time in almost four months!

"What should have been intricate but fairly straightforward surgery basically went wrong not once but three times," said Martin, "so instead of spending a few days in hospital it became 15 weeks.

"I'm just glad the ordeal is over and am delighted to be back."

North Bucks nets £1½m big one for Simon

When Chris Piggott juggled through his ten-minute presentation to members of North Bucks chapter he never expected it to produce an instant referral that turned into a £1½m contract!

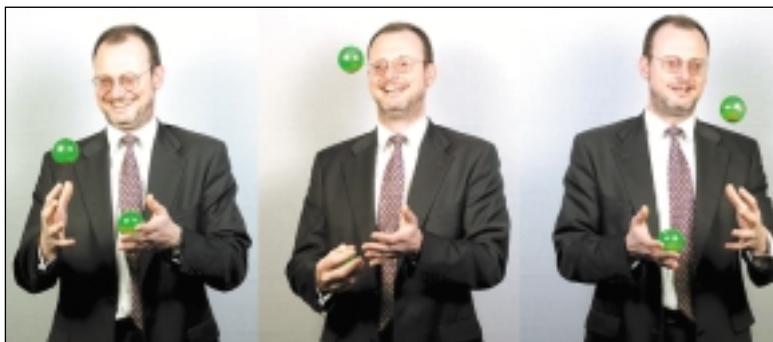
But Dr Paul Thomas of County Management Associates had picked up on two key words in his presentation – industrial and storage – and felt that Chris's company, Interior Systems By Design, sounded like the perfect solution for one of his clients – then in the process of relocating their manufacturing facility in the UK.

The client, Klockner Pentaplast is a pan-European manufacturer of plastic film packaging for the food and pharmaceutical industry, and due to expansion needed to relocate their main manufacturing base in the UK. Chris entered into discussions with them and has since been retained to furnish the new premises – for a fee of £450,000 plus consultancy fees.

"That was the best ten minutes I've ever spent," said Chris. "Paul hadn't realised that I was involved in industrial refurbishment or storage, and that's what triggered the referral. It's not every day you pick up a contract of this size and it just confirms my belief that BNI really does work. I've been a member for only eight months

now but I have at my fingertips a great base of professional and trades people that I know I can rely on, and business is all about juggling the resources you have.

"We have a great sense of camaraderie in our chapter and its wonderful to be with a group of similarly minded people," he added.



Chris Piggott practising what he preaches.



More join the 'black badge' club

Slough Chapter member Ian Friend has just collected his black badge after introducing 'countless' local businessmen and women to the benefits of BNI.

Ian, an accountant, is one of 12 members to join the coveted Black Badge Club in the last three months. Others are:

Terry Calder (Northwood), Graham Stowe, (Leeds Moortown), Alan McLaren (Kilmarnock Kappa), Arthur Beverly (Glasgow Alpha), Penny Edge (South Cheshire), David Lewis and Olivia Stefanino (Chester), Bob Haworth (Altrincham), Nick Dutton and Philip Swinford (Gloucester City) and Audrey Fenton (Perth).

SuccessNet goes online

While we hope you do hang on to your copies of the real thing – ideally filing them for later reference – did you know that every member with access to a computer and the Internet can read past editions of *SuccessNet* on BNI's website.

The website stores the last three issues of *SuccessNet* and future issues will automatically appear.

National Director Martin Lawson stressed that the newsletter would continue to be published and distributed to all UK and Ireland members, as well as appearing on the net.

To access *SuccessNet* on the web, go to www.bni-europe.com, click over the UK on the map, navigate to the members area and click on the newsletter icon.

Essex chapters help to find missing children

A major national campaign to help re-unite missing children with their families has been given an important boost as a result of some nifty networking by members of Braintree Chapter.

Printer Steve Davis of Econoprint knew that one of his customers, Capco, had run into practical problems developing the campaign, which involved posters being attached to the backs of construction industry lorries. Each poster carries a picture of a missing child, and appeals to the public for information that could help find the youngster.

Capco's problem was that while some of the information would be common to all the posters, other details – including the photographs of missing children – needed to be changed on a regular basis, with new information being overlaid onto original posters.

Steve was confident his chapter colleague, Lynn Rushen of Fastsigns would be able to come up with a cheap but reliable solution for the poster problem, and she did not let him down. "We were pleased to be involved with such a worthwhile campaign," said Lynn. "I deal with the marketing side of the company, but my colleague, Ian Clemson was soon able to come up with a solution, using low tack self adhesive materials containing the images of missing children, which could be changed as required."

Ian added: "This will be a cost effective solution for Capco. So far we have made ten



prototype signs that were used on lorries for the initial campaign launch – covered by Granada and Central TV last month. These vehicles are already on the roads, but by the end of January we aim to have a further 150 vehicles displaying the 'missing' posters."

The campaign is being run in conjunction with a charity, the National Missing Persons' Helpline, whose co-founder Mary Asprey said: "Every year in the UK over 100,000 children under the age of 18 disappear. The first lorry appeal seeks information about Katherine Baillie, a 15-year old schoolgirl from Portsmouth who went missing after a disagreement with her mum and dad."

Diana van den Dungen of Capco said: "People read messages on trucks so we thought why not use the backs of lorries to help the National Helpline re-unite families?" For more information contact Diana on 01582 569 407.

Door prize with a difference

An imaginative chapter door prize led to Cheltenham photographer John Moore getting the fright of his life before being presented with a major business opportunity.

John, a member of Gloucester & Tewkesbury Chapter, had been briefed to bring his camera to the pre-Christmas meeting to take a photo of the door prize winner who was to receive a dramatic low level helicopter trip over the flooded Severn Valley countryside.

But when it was announced that he had won the prize, his long term fear of heights (and flying) quickly subsided as he recognised the newsworthy value of his aerial trip and later turned to positive enthusiasm when he was invited to develop and launch a new joint aerial photography venture with his pilot, Greg Forrest from Staverton-based Heliflight.

The prize was organised by fellow chapter member, Marketing Consultant Dan Ransted,



of Stratagama, and Philip Swinford, a colleague from the same company, who is a member of neighbouring Gloucester Chapter.

Although delighted with the result, John (pictured above right) confessed to a few misgivings during the flight. "I was somewhat nervous at 8.30am, but as the flight went on I grew more confident by the minute."



Lawsons' Lore

We all know that BNI's success is based on the philosophy of Givers Gain. And we also know that the practical demonstration of this philosophy comes in our weekly exchanging of referrals across breakfast tables from the South Coast to the Scottish Highlands.

While this will obviously continue to be the mainstay of BNI membership and the reason for our growing chapters to their maximum capacity, there is another new and exciting phenomenon emerging in BNI groups throughout the UK and Ireland – that of an increasing range of non-financial benefits accruing to members, often in the most unexpected or least likely circumstances.

You have only to glance through the pages of this issue of *SuccessNet* to see what we mean: there's the North London feng shui consultant who urgently needed to find a new bank manager willing to give him a substantial loan after a broken ankle stopped him working; there's the chef from Gravesend who wanted to go into business on her own, but lacked the confidence to do so, and then there's the locksmith from Kent who unexpectedly found himself required to address a theatre audience of 2,000 people, without any public speaking experience.

All three happily acknowledge that without their involvement in BNI, they would have been lost and, you don't need to look much further to find other members' experiences of their gaining similar benefits through BNI.

Dig just a little deeper and you'll find an even more precious commodity emerging from newly created BNI and business relationships: personal friendships. Time and again, BNI members who first forged business relations with their chapter colleagues, have gone on to develop strong and lasting friendships with them, outside both the working environment and BNI meetings.

Such 'hidden benefits' of membership are the direct product of a fast-maturing and expanding organisation, whose members feel comfortable and reassured with each other, happy to learn from BNI's substantial range of training and educational aids, and confident to practise their new-found business skills with their colleagues – and then amongst the business community.

All these things point to a vibrant, highly effective body, and clearly one that is driven by its members, for its members. BNI's future looks good – and so do you!

The wit to woo!

Wakefield Chapter member John Kaye of Yorkshire Office Contracts solicited the help of a computerised owl to help chapter colleagues easily remember his company's telephone number – and in the process win this quarter's prize for the best business memory hook.



cial adviser whose company, Barton Pryor Associates specialises in life assurance, leading him to remind breakfast colleagues that "With Pryor thought, there is 'Life after death,' and from architect Mark Guyatt, one of the founder members of Coventry Central Chapter who sums up his work most succinctly in "Our vision, could be your future".

The judging panel, led by *SuccessNet* Executive Editor Gillian Lawson, also liked these contributions:

"A business with a poor sign is a sign of a poor business" – Jayne Pickard, Sign A Rama, a member of Leeds Armouries (Friday) Chapter;

"Let us squirt the dirt" – Ron Parker (J.J.A. Green Clean – Waterless technology), a member of Ipswich Chapter, Suffolk;

"Add to your ardour with RDO" – Evelyn Kay (Richard Denny Organisation – training and development company), a member of Collingtree Park.

Many thanks for all your contributions, we had a great response this time. Keep them coming in because the more original they are the better your chances of winning that bottle of champagne – and ensuring your BNI colleagues keep remembering your business proposition.

Having received a distinctive telephone number from BT – Wakefield (01924) 88 88 00 – John saw how the inclusion of an owl in his corporate logo could provide a crucial 'aide memoire' for potential customers, as well as an award winning memory hook. His winning line? "For all your office products be as wise as the owl – phone Wakefield (two-eight, two-eight, two-0000)."

Congratulations John; a bottle of bubbly is on its way to you.

The impending festive season seemed to bring out more than the usual level of marketing creativity among members, more than 40 of whom submitted memory hooks for the champagne prize.

Among the best of the rest were those from Hove Chapter member Lee Pryor an independent finan-

Scotland the brave!

BNI's Scottish directors are working on draft plans for another joint networking day following the huge success of their first event last autumn, when more than 100 members from 22 Scottish chapters turned out for a day's networking at the Deer Park Country Club in Livingston.

While many members and guests took part in golfing competitions, others enjoyed less strenuous 'getting to know you' activities in the leisure centre, under a theme of Healthy Networking.

Various BNI member companies had set up exhibition stands around which members from different chapters spent considerable time networking prior to the highlight of the day – a video presentation from BNI founder, Dr. Ivan Misner, produced especially for the day.

The day finished with trophy presentations over a buffet supper, which saw the BNI Scottish Golf Cup awarded to Strathkelvin and Edinburgh Central Chapters (Stephen McGrath and guest partner, with Kevin Paterson and guest partner).

Meanwhile, three members – Charles Rose of the Scotland West Region, Ron Hain of Dunfermline Chapter, and Mark Thirgood of Edinburgh West Chapter – all received engraved plaques for notable networking.



Don't be camera shy!

What happened to all those wonderful photos we asked you to submit, bringing to life the countless moments of fun, laughter or downright madness in your chapter?

While *SuccessNet* has been deluged with your e-mails, poems, contributed articles and editorial suggestions (for which we are very grateful), there has been an unexpected dearth of pictures to accompany your contributions –

despite our promise in last autumn's *SuccessNet* to award a quality digital camera to the chapter whose member submitted the best, relevant photograph for this issue.

Sadly, the few pictorial contributions we did receive were not up to scratch, either in terms of their subject matter or technical quality – so we've left the competition to win a digital camera open for a further three months, to see if you can do better in time for our spring edition, to be published in April.

We need lively, colourful, action pic-

tures which reflect the creativity, the enterprise and the determination of BNI members and your business activities – whether inside or outside the chapter.

So start planning your BNI photo assignments now and "be the eye for BNI!" Who knows, your Chapter could soon be the lucky recipient of a new digital camera – on which further *SuccessNet* contributions can be captured!

Send us your colour prints or e-mail them as jpeg/tif files (minimum 300dpi resolution) to the Editor, *SuccessNet*, (see back page panel for details).

Alan puts chapter to sleep

THINGS became unusually quiet during a recent meeting of the Royal Spa Chapter, Leamington, when every member fell asleep during a ten-minute presentation by colleague, Alan Armstrong.

Rather than feel offended or hurt, however, Alan was delighted with their response – having concluded his presentation on hypnotherapy with a practical demonstration which saw him put the rest of the chapter into a light trance.

A well-known clinical hypnotherapist, Alan explained to members how he used hypnotherapy to help people overcome fears and phobias, pain, addictions and stress, including many conditions of a lifelong nature.

At the end of his talk, Alan invited his audience to close their eyes and, in their minds, count slowly down from ten to one. His soothing voice soon had everyone completely detached from the busy surroundings of their breakfast meeting and the business in hand and, as our picture shows, heads quickly bowed as members fell into a trance.



Alan (pictured inset), who trades as The Anvil Consultancy in and around Leamington, already has one of the Group's strongest memory hooks: "If there's trouble in mind, bring me to mind – Alan Armstrong, the Mind Man" – and after demonstrating his professional talents, he hopes to have entranced even more people to consider

using his professional services.

Chapter Director Brian Bassett said: "The last thing we normally want is for members to drop off during our breakfast meetings, but in Alan's case we were happy to make an exception. He certainly showed us the power of hypnotherapy and even sceptics were impressed."

You can't hold a candle to BNI



It wasn't the Christmas spirit that prompted members of Maldon Chapter to hold their meeting by candlelight at the end of last year, nor a lack of funds – but that's what happened after a power cut plunged the whole area into darkness, including the Three Rivers Golf and Country Club where the chapter holds its weekly meeting.

Resolute members were determined to go ahead – by candlelight! Some 30 members and visitors went on to enjoy a somewhat

novel and enlightening meeting during which 32 referrals were passed and after which, members dispersed in desperation to find a hot cup of coffee and breakfast.

"To me this demonstrated the commitment of the Maldon Chapter and the importance they place on their meetings," said James Finch, Assistant Director for North Essex. "This is a group that is really growing well because the members have the right attitude – they treat it as if it was their own business."

Banker opens doors early in the bar!

You might wonder what a business manager from one of the big city banks could possibly be doing in a trendy Aldwych wine bar at seven in the morning.

Before anyone tries to cast aspersions on Paul Monaghan, Business Manager for the Royal Bank of Scotland's Holborn Branch, we should point out that his regular presence in the nearby Columbia Bar is all in the best possible cause – as he settles into BNI as one of the newest members of Central London's Holborn Chapter.

What makes Paul's position a little different to that of his BNI colleagues is that, without knowing it at the time, when he joined BNI recently he became its 5,000th UK/Irish member!

Laura Hurren, BNI's executive director for North and Central London, said: "We were only advised afterwards that Paul's membership was the 5,000th since BNI started in the UK nearly four years ago.

"However it is significant that he should have filled this milestone position coming from a large corporate organisation which itself is openly committed to business networking.

"It shows just how much BNI has matured as a representative business body over the years."

In fact Paul confesses the early morning meetings initially nearly put him off BNI.

"But once I overcame the thought of getting up so early, I began to realise the tremendous potential of BNI for the banking world," said Paul.

"I manage the accounts of city businesses with a maximum turnover of £2m, so there's great opportunity not only in terms of the referrals which I might get – after all, everyone needs a bank manager – but also the opportunity for introducing many of my clients to BNI, for whom the benefits of networking would prove so valuable."

For Paul the main benefits of BNI so far have been meeting people who work in the city, and hearing their views and ideas on business development.

He was recommended to BNI by Jim Mullen, his area manager for London City, and his colleague, business manager, Gary Lee, a member of Liverpool Street chapter.



SALES BRIEF: From left, Jonathan Hudson, Rachel Rowling and Jeff Cohen.

Taking it to the limit

Three senior executives of a Leeds-based telecommunications company have taken BNI's 'Givers Gain' philosophy to unprecedented limits by offering chapter colleagues the services of a professional ten-strong sales team to work on their behalf.

Traditionally, all new members are told that one of the major benefits is inheriting a ready-made sales force of around 30-40 people (their new chapter colleagues) who will work to generate business on their behalf.

But, for the fortunate members of three Yorkshire chapters – Moortown, Leeds Armouries (Friday) and the soon-to-be-launched Sheffield – their weekly tally of referrals is soaring because they have the added benefit of a second sales team finding them business.

"I would like to think that every time one of our directors attends a chapter, we are offering our BNI colleagues one to the power of ten," said Jeff Cohen, Sales Director for Yorkshire Telecommunications and

member of Moortown chapter.

"Every week after our respective chapter meetings, we brief our own sales team – who can't all be members of BNI – to act as our eyes and ears and look for specific referrals for our chapter colleagues.

"We have been able to bring in an average of 15 referrals a week between us – rather more than we could expect to achieve from just the three of us," Jeff added.

At one pre-Christmas breakfast, Jeff's board colleague, Commercial Director Rachel Rowling, delivered 21 referrals to her colleagues at the Leeds Armouries Friday Chapter. She explained: "Our company has a very active sales force who act as delegates for us.

"We attend our different chapter meetings and then relay to our own sales team meetings, the kind of referrals our BNI colleagues are looking for – right down to their particular preferences. Each week we give our sales team a spreadsheet with information about our chapter members and we discuss BNI at every sales meeting." Rachel added.

Meanwhile in Cheshire...

Heidi Milner is wearing a broad smile these days after her recruitment company recently won new business worth around £8,000 a week, for ever, through a referral passed to her at Chester Chapter.

The referral was passed to her three months ago by chapter colleague Dominic McParland from Jamandic, on behalf of a large service industry company with an ongo-

ing requirement to recruit temporary shop floor staff.

And already, it has proved much more lucrative than Heidi had ever imagined. She said: "When I joined BNI I really expected to get only small referrals now and again but, in terms of profit, this one contract alone is worth about £3,000 per week for as long as we hold onto their business, so I am delighted."



It's all about attitude!

We all know that in business, as in most aspects of life, Attitude is everything – but were you aware that this is happily borne out by a mathematical formula? Nor were we, until Ian Walker, a member of Leeds Armouries (Thursday) Chapter sent us the following.

Ian wrote: "Take a sheet of paper, and write the word ATTITUDE vertically down the paper and then, alongside each letter, write its numerical position in the alphabet (i.e. A = 1 etc). Draw a horizontal line beneath the E, and after leaving a space for your total figure, write in a % sign.

"Add up the figures and the total will tell you everything you need to know about the importance of having the right attitude in business. Sadly I can't take the credit for this, but neither do I know who can," he said.

Chapter and verse!

Russell Stoner has come up with a novel way to keep BNI breakfast colleagues entertained when substituting for members in neighbouring chapters: he presents their business activities in the form of a unique poem.

As a high profile Yorkshire businessman and member of Leeds Armouries Thursday Chapter, Russell is sometimes approached to stand in for members of local chapters who cannot attend for legitimate business reasons. In agreeing to substitute for them, he first insists on spending time learning about their business services.

The result is a growing catalogue of memorable and sometimes witty personalised odes which have earned Russell the epithet of

Picture yourself in a portrait, a snap of history
Then think of the camera holder, and then consider me
I create a picture of drama, captured in a moment of time
A person, an object, a story, perhaps the closure of an old coal mine
There's the time when I flew in a chopper, in the navy going to war
There's that horrible sense of waste, when you've photographed mud, blood and gore
I took snaps of the Bosnian conflict, seeing hatred of every creed
Then there's the birth of a new born baby, bringing hope to the life of the freed
I can work in a team of designers, or alone being unrestrained
Shooting in film and digital, capturing pictures of priests being ordained
With manipulation of post photography, to scanning of colours for charts
With rapid turn around of my pictures, a guarantee of very fine arts
So think of me when you want attitude, or humour of quality
Then pick up the phone and ask for me, Chris North, Photography

BNI's very own 'poet laureate.'

Russell, who runs Withy Grove Office Interiors, loves to practise his rhyming presentation skills. "Poetry is one of my favourite hobbies," said Russell. "I get a buzz out of helping BNI members this way. I enjoy doing it, and if they are happy with my poems, then I am happy to continue."

He's also found some amusing ways of presenting his own company, whether it's a poem, a rap or an amusing anecdote, Russell believes "If I make them laugh, they'll remember me!"

Among his recent offerings is the poem (below) written for photographer Chris North and presented to a Leeds chapter a few weeks ago. Due to pressure on space, *SuccessNet* has been unable to print it in full, but we trust Russell will be happy with our abridged version.



• Russell Stoner, BNI's Poet Laureate.

Sharon's call to action

We know the importance of inviting prospective members to BNI meetings, but Sharon Cain (right), Director of Leeds Armouries Friday Chapter, decided that waxing lyrical on the subject might have an even greater impact on her colleagues as they prepared for a forthcoming Visitors Day.



The former Yorkshire TV and Sky TV presenter put her creative talents to the test and came up with the following gem which she e-mailed to all chapter members:

Great meeting on Friday with positive vibes
Let's bring more visitors to accelerate the drive
A plumber, joiner, dentist and car hire
Are among the categories that we desire
Florists, travel agents and beauticians galore
Will guarantee that our future referrals soar
Trebling our efforts before the festive season
Will reap New Year bonuses – a very good reason
Growing our chapter to our 40-strong goal
Will boost business for all – as more we enrol

So contact Maggie Fear with your visitor details
By Thursday at 3 – and preferably by e-mail
Remember, visitors and referrals are crucial to us all
'Turn your contacts into contracts' – after all, it's your call!

SuccessNet wishes the chapter every success for its visitors day next month. Hopefully, you will attract plenty of new faces!

Members missing out

A call for more UK and Irish members to share the benefits of BNI's monthly online business learning sessions in the BNI Yahoo chatroom has come from National Director Martin Lawson.

The sessions enable members worldwide to gain valuable networking advice from expert BNI directors. But, while the hour-long discussions attract members from all over the world, Martin would like even more UK and Irish members (and BNI directors) to benefit. These sessions should be a 'must' for every Chapter's education co-ordinator.

The sessions take place on the second Monday of the month at 9pm. Subjects for the next three chat room sessions are:

MONDAY, 12th FEBRUARY: How does your chapter rate? (and how to evaluate its effectiveness);

MONDAY, 12th MARCH: Changing the focus of your chapter from internal to external referrals;

MONDAY, 9th APRIL: Twenty things you should be doing outside your chapter meetings, to get more business inside the chapter.



Attendance is just the start

As every good networker knows, one of the fastest ways to grow your business quickly and successfully is through word-of-mouth marketing. That's why networkers attend networking events. People who have made a science of systematic networking keep six essentials in mind.

Think of each networking event as a journey. You have a purpose for the trip, a destination in mind and a plan for getting there. You start driving, you evaluate your progress and modify your plan as you go and, once at your destination, you use what you learned on the trip.

Why not use the same logic, set out in the following six points, to get the most from your networking time and effort?

1 PURPOSE

What is your reason for attending the event? Do you expect to show up, shake hands and exchange business cards and phone numbers just to be sociable? Of course not. To build your business or increase sales? Maybe. But really, aren't you there because you see networking as a philosophy for doing business and living your life; that helping others is the best route to helping yourself?

If this is true, then it's good to keep it in mind at all times. It will motivate you to attend every meeting, meet every new person and give freely of your time, effort and expertise to help others. It will also help you do the work. If your reason is not strong enough to motivate you, then find another purpose that is.

2 GOAL

What is your destination? What do you need to accomplish at the event? What do you expect the outcome to be? How many contacts do you need, and in what kinds of businesses? Do you need to become a gatekeeper as a step towards obtaining your outcome? Ask yourself all these questions.

Think of the professions, trades or business owners that would most likely hear or see people who need your services or products, and target these people for your networking efforts.

3 PLAN

Once you know your destination, you need a map to get you there. A complete map will show you trouble areas and point out good rest and refuelling stops. A good networking plan will also include these things:

Experienced networkers know that the fastest way to expand and enhance their network is to regularly attend gatherings where networking takes place. Having many people with overlapping interests within arm's reach, facilitates the process of making connections based on mutual benefit. Here, in the first of three articles extracted from Dr Ivan Misner's latest book, 'Masters of Networking', which highlight the strategies and tactics for making the most of networking events, CINDY MOUNT, Director of a Canadian training company, and JEREMY ALLEN, a BNI Executive Director in Alabama, present six rules for achieving success at such meetings.

i) Research: Who do you have to meet? Where do they have lunch? What does the target company's annual report say? What are some of the new trends within your target company?

ii) Competition: Who are your competitors? What is their market share and how much market share do you expect to capture? What edge (if any) does your competition have? What are your strengths and advantages?

iii) Resources: What resources do you need, and where will you get them? Do you need guidance? Are your listening skills good enough to get you your money's worth?

iv) Back-up: Do you need to recruit new contacts or associates who can take over some of your duties or help you reach your goals faster?

v) Schedule: How much time have you given yourself to achieve your goals? Do you have a contingency plan in case you encounter problems?

4 EXECUTION

Plans don't work unless they are implemented – so grab your map and start driving. Your time and project management skills will be tested. Use a time management planner and project organiser that can show you a week at a glance. Mark dates by which you expect certain results, and work backwards to the monthly, weekly and daily completion of specific objectives.

If your target for accomplishing your goal is 12 months, decide where you need to be in six months, three months, three weeks and tomorrow!

5 EVALUATION

As you reach each check point in your plan, stop and evaluate your results. Did you find what you expected along the way, or did detours throw you off course? Do you need a new route? If you find a particular network group is

not meeting your goal, adjust your plans.

If, after a suitable interval, you're not getting referrals, it is time to evaluate the reasons. You may need a new skill or some help to meet your goals. You may also need rest or relief to re-energise your mind.

6 FOLLOW-UP

Once you've arrived at your goal, take a moment to savour your accomplishment, before getting back to work. Make complete notes on everybody you met, keep their business cards and brochures handy, and think about the potential of each new contact you've made.

Begin making appointments to meet and work with these contacts as soon as practical. Don't let a recent introduction grow cold and be forgotten; if cultivated, it could turn into a rewarding relationship.

A well organised contact management system is critical for future networking success. Keep it current. Master networkers include among their essentials, an electronic contact management system that includes an e-mail programme, project planning software and a database.

If you don't already have such a thing, consider buying and using a personal digital assistant (PDA) to manage information that you might need at any time.

Once you've established your system, use it to contact each member of your network every six to eight weeks, depending on the nature of the contact and your objectives.

This keeps you in your contacts' minds when they consider their own purchases, or their friends' needs.

The key part of the word in 'networking' is 'work'. It takes time, effort and patience. But the payoff of powerful networking will be a personal marketing strategy that accelerates the achievement of your goals."



Going worldwide – with BNI's help

WHEN you're running one of the largest and most successful satellite television retail companies, with offices all over Europe, why would you want to join BNI?

"To provide all the expertise we need for even faster expansion," comes the instant answer from Barry Wood who, with son Tristan, runs Littlehampton, Sussex-based Bradley Wood, and has found a host of reasons to be pleased he joined BNI a year ago.

"BNI has been a fantastic revelation. Between us we've been able to source a whole group of trades and professional people whose advice and knowledge has been invaluable," said Barry, "and without the need to employ expensive specialist staff or consultants.

As Europe's most comprehensive e-tailer, Bradley Wood is able to source almost any broadcast channel subscription from satellites anywhere in Europe, and then provide the relevant hardware. With branches being established worldwide, their customer base already includes Nokia, France Telecom, University of Northumbria, Samsung, the Saudi royal family and an ex Irish Premier.

"Having now expanded, we are indebted to several members of BNI. From my Worthing Chapter, I found Kathy Lewis of Worthing Enterprise Centre who introduced us to export and courier consultants, while Nicola Cairncross, a life coach, made me take stock of my planning and resources," he said.

"Then Geoff Snowden from Newman Business Systems introduced us to colour laser printing and Mike Rayment of APL took over the management of all our printing and signage. We used Mike Tenton, a polymers engineer, to plan and install the main fabric of our office building while Debbie Lewis of TMBE Ltd re-wrote our website and set up e-commerce facilities for us, giving us direct orders from customers, auto credit card validation and acceptance through world pay.

Meanwhile, over at his Arundel Chapter, son Tristan found Nick Hanniwell to take on board the company's major courier work, while Nigel Barnett of Global 4 from Horsham Chapter was asked to install the firms' new phone system!

BNI's recipe for success

It has long been said (mainly by men) that a woman's place is in the kitchen!

And that's certainly how it was for Hayley Goodson who, until recently, had spent most of her working life as a restaurant chef in Gravesend – cooking up thousands of mouth-watering dishes but never meeting the diners who sampled her culinary delights.

Then last autumn, Hayley, right, decided it was time for a change and promptly set up her own catering business four months ago, only to discover a fundamental problem: after more than 16 years locked away in her kitchens, she didn't really have any idea how to deal with other people in the business world.

She told *SuccessNet*: "The biggest problem I had to overcome was talking to a whole variety of people I needed to deal with in the business world. After so many years of being stuck in a kitchen and not having to deal with the public face to face, I was taken aback to find I lacked the confidence and the various 'people skills' necessary to run your own business."

Fortunately, help was close at hand and Hayley joined BNI's Gravesend Chapter, where with the help and support of members she's really started to sizzle. "BNI was just what I needed to develop my confidence and inter-personal skills," she said.

"One of the first referrals I received was from Balbir Judge of



the local stockbrokers firm Edward Jones. The partnership held an open day in Gravesend for its clients and I was invited to organise the buffet for the event. Since then I've had other referrals, including funerals and dinner parties. January is rather quiet – the new year's 'diet resolutions' tend to last till February, but after that I'm expecting things to liven up," Hayley added.

She's been passing some good referrals too. "That made me feel good, and so did being able to cope with my ten minute presentation with confidence," she added.

Kent members bond in the sky

MOST members appreciate the importance of bonding through one-to-one meetings but two members from Kent took the idea to a higher level when they bonded in the skies over Spain!

Stuart Albon, a member of Weald Chapter, teaches skydiving and when he visited Tunbridge Wells Chapter as a substitute and announced in his 60 sec-

ond slot that his company, Winter Sun Skydiving, runs accelerated free fall skydiving courses in southern Europe, Mike Hazell-Smith, who runs the Perfect Paint Company, decided to give it a go.

"I tried a tandem jump a few years ago, and since then I've always wanted to try skydiving on my own. With a year to go before I'm 50, now seemed

as good a time as any," said Mike.

Stuart said: "When I joined BNI, I never actually expected to be taking other members away on a course, but there is no better salesman than one who uses the product himself. Over the course of the week, we both learned a lot about each other's business, as well as each other."



Around the Chapters

Doubling up on a record

Members of Milton Keynes Chapter have two good reasons to be feeling proud of themselves after twice setting records for the highest number of referrals passed at a single chapter meeting in their region.

Last November they blew their trumpet after breaking the previous Home Counties West record of 67 referrals passed at a meeting of Thame Chapter.

When Milton Keynes members reported their achievement of 71 referrals to Executive Director Gavin Bain, he was so pleased with the performance that he faxed his congratulations to them direct from the BNI conference in California.

Chapter Director, Carole Kerridge, read out Gavin's message at the next meeting, and inspired by his words, members then broke their own new record with a staggering 79 referrals!

"Nearly one third of those referrals came from just one member, Angela Rhodes, who had been dealing with a local company that was making a number of senior people redundant whom she referred to the Chapter's recruitment expert Howard Hitchcock," said Carole.

Again the Chapter's leadership team let Gavin know – this time contacting him while was out of the country on holiday – and again he faxed his congratulations, adding that perhaps he should stay away more often since they seemed to do better when he wasn't around!



SITTING PRETTY: Milton Keynes' record-breaking chapter.

One plus one equals loads of referrals

THREE years ago Dominic Murnane (right) couldn't understand why, after several months in Cork Central Chapter, he wasn't getting a single referral. He had great website design services to sell through his company, Foundation Marketing, and was frustrated that colleagues seemed bemused by Internet marketing.

"I used to stand up and give my presentation and no-one seemed to have the slightest notion what I was on about," he said. "I began to wonder what was wrong with my presentations.

"Then I went on a training session with Mort Murphy, Executive Director for South-West Ireland, and he drummed home to me the importance of meeting members on a one-to-one basis, as well as networking during our weekly chapter meetings. After just two such meetings with fellow



members, the referrals started flowing in and they haven't stopped since. I don't even need to look for business any more!"

Dominic came to realise that his presentations had simply been too technical. "I could have kicked myself for being so stupid," he said.

"I'm no longer getting referrals just from chapter colleagues," said Dominic, "I'm now getting referrals from referrals, and so it goes on. From a point where I was ready to throw in the towel three years ago, I'm now devoted to BNI."

Members to the rescue as Kenny breaks a leg

WHEN Feng Shui practitioner Kenny O'Cruz broke his ankle while pot-holing just before Christmas and was told by doctors it would need a slow and lengthy period of recuperation, his first thought was: "How am I going to feed my family?"

But help was at hand from a close and unexpected quarter. After hobbling along to the next meeting of his Muswell Hill Chapter, still in its infancy after launching last September, Kenny used his 60-second slot to announce: "I'd like a referral please to a new and sympathetic bank manager, who'll be willing to give me a loan until I'm back on my feet again..."

To his great delight, and no little relief, Kenny – who had left his bank account in a rural farming community when he moved to North London – found himself immediately referred to a local bank manager who promptly offered him a new account and a loan, as well as being introduced to a new solicitor and accountant.

"I didn't really expect a positive outcome to my plea for a new bank manager – but it shows how BNI can help in the most unlikely circumstances."

In the Chapter's first two months it generated a remarkable £500,000 worth of sales through more than 200 referrals.

The write idea!

Thanks to a joint venture between two BNI members of Perth chapter, new authors are guaranteed to get their books published.

Audrey Fenton, events organiser, and Fraser MacDonald, who runs the IT company, Computer Cable Network, joined forces to launch internet publishing house, Sell Your Books Ltd, which publishes works rejected by mainstream publishers. Tayside chapter member, Gordon Kohler, CCN's IT Manager, is also involved in the project.

"This isn't just a vanity publishing business," said Audrey. "If an author had the faith to write a book in the first place, then we have the faith to publish it. We will publish anything – novels, poetry, anthologies – just so long as they conform to British law.

Anyone wanting further information should visit www.sellyourbooks.co.uk.



It's A1 for A2 in SE9!

A MODEST Greenwich-based locksmith firm is about to become a national company after winning substantial new business – and a hatful of 'good employer' awards – through BNI.

Such has been the A1 performance of his colleagues in the modest Eltham Chapter in South East London, that security specialist Mark Radford has enjoyed 12 months of considerable business growth, resulting in his company, A2 Security, taking on more staff, opening up regional offices and shedding its 'local business' image.

And in a year which saw the company win both the London region small business category and overall best employer in the Government's New Deal employers awards, presented by Employment Minister Tessa Jowett MP, Mark is happy to acknowl-

edge that BNI played a major role in his business's success.

He told *SuccessNet*: "Membership of BNI has helped me at every stage of growing the business. In the first place, it was because I started to receive so many small but important referrals from my chapter colleagues, that it became necessary to increase our workforce.

"We felt we couldn't afford to take on fully qualified senior locksmiths, so we decided to use the Government's New Deal scheme to employ a number of youngsters, giving them proper training and qualifications. Thanks to my BNI colleagues we were able to take on half a dozen extra staff," said Mark (pictured, top right).

Back at the Eltham Chapter, it seems his colleagues have also recognised A2



Security's growth, giving Mark larger referrals – including one that has turned into an ongoing national contract to provide and maintain all site security across 2,000 of Shell's UK filling stations. "I haven't yet calculated the value of the total contract, but it must be worth at least £20,000 a year to us in profit," he said.

'Expert' eavesdrops on breakfast

MEMBERS from Coventry Central Chapter are having to watch their 'Ps and Qs' these days since Dave Kearns, a director of a corporate detective investigation agency, has taken to giving his colleagues first hand experience of his company's professional abilities.

Happily, it's all being done in the best possible taste – and for the best of reasons – as happened during one of the Chapter's meetings just before Christmas when Dave was absent, working on a complex surveillance case for his company, Expert Investigations.

Chapter colleague, Pete Lane from Lane's Landscapes had just delivered his ten minute presentation and, when it came to passing referrals, he was suddenly asked to take a phone call in reception. It turned out to be Dave who had been monitoring the meeting through one of his covert audio (bugging) devices, through which he heard Pete's request for new garden jobs, large or small.

"I arranged for the meeting to be bugged with a small room bug which was on microwave relay to a recorder,"

Dave told *Successnet*, "so I was able to listen to Pete's presentation. Earlier in the week I'd spoken to a colleague about some fencing he wanted and I knew Pete could handle the job perfectly, so I decided to phone in my referral at the appropriate point in the proceedings. It was a great way to make my colleagues aware of the technical facilities used frequently by Expert Investigations, even though I couldn't attend the meeting," he added.

For further information Dave can be contacted on 01926 640090.

All smiles for dentist Mel

While an ardent supporter of BNI's philosophy, when dentist Mel Rosenthal joined Bolton Chapter he believed right from the start that he would struggle to find – and receive – referrals among his chapter colleagues.

After all, most people tend to stick with the same GP and the same dentist over the years and, barring relocation or a particularly nasty experience, they don't change in a hurry. So, after two years of BNI membership, Mel was neither surprised nor disappointed that he had received few referrals – other than acquiring five members of his own chapter as patients.

But despite such limitations, he has found other reasons for belonging to BNI – not least in being able to save money in contracting goods and services, and also by having total confidence in the suppliers of those goods and services.

The chapter has 30 members, and Mel says he



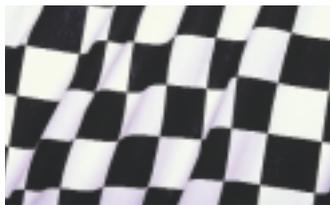
has already used the services of at least 20 of them.

He added: "Our chapter has a great mix of trades and professional people – nearly all of whose products and services I need, so although referrals are very slow for me, knowing I can get a good job done for a good price is a great bonus of BNI membership."

Founders double

Two further Essex chapters – Colchester Castle and Epping – have been presented with BNI Founder's Awards, adding to two similar awards given to other chapters in the county barely 12 months ago!

The awards, given at the personal discretion of BNI Founder Dr Ivan Misner, are issued only to the top ten per cent performing chapters in each BNI region around the world.



The Last Word

Become a Master of Networking

Would you like to be a real master of networking? Every BNI member knows that giving gain, and creating and maintaining a wide network of close contacts, leads to great business and personal rewards.

But, would you like to know why networking is the most effective marketing tool today? Wouldn't you like to understand the characteristics of the world's most successful networkers, and how they nurture and sustain their networks? Most of all, don't you want to know how you can build a successful networking lifestyle?

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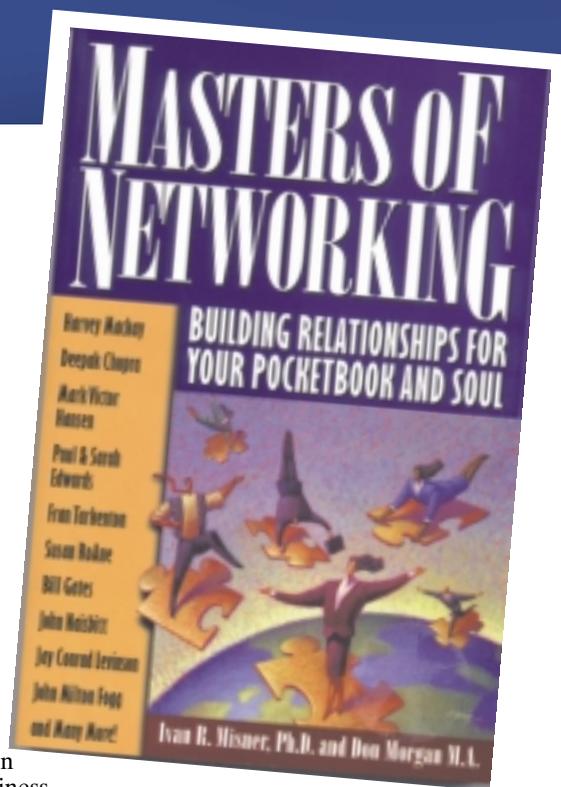
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Of course you do! Which is why 'Masters of Networking', the newest and perhaps the most revealing of the definitive marketing books edited by BNI's Founder and Chief Executive Dr Ivan Misner – this time jointly with Don Morgan, Founding National Director of BNI in Canada – is a MUST read.

Within a month of its publication in America, this definitive guide to business networking shot to third place in the *New York Times* Best Sellers list.

Messrs Misner and Morgan offer a wealth of advice, with personal contributions from many leading figures in business, academia, TV and communications.

Their book, subtitled 'Building relationships for your pocketbook and soul', also features contributions from some of the world's best-known business and personal development authors including Deepak Chopra, John Milton Fogg, Joyce Hadley (Copeland), Mark Victor Hansen and Tom Peters. There are contributed articles from some of BNI's most effective directors



around the world – including the UK.

Gillian Lawson, UK and Ireland National Director urged all members to read the book: "Everyone will draw something useful from these first hand business experiences, not least chapter educational co-ordinators for whom it is an ideal single reference source."

Use the cut-out coupon below to ensure you receive your copy from the first batch to find its way out of the US. Complete the details and send the slip to your local BNI Director.

Please supply me with copy(ies) of
'Masters of Networking'
 edited by Dr. Ivan Misner & Don Morgan @ £12 each

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