

# EDUCATIONAL CO-ORDINATOR CLASS

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With the mentorship programme we are running out the BNI Passport. Each new member will receive a passport to complete and part of this is to arrange a meeting with each member of the Leadership Team. Below are the topics you need to discuss with them and some notes to help you along.

## 1.) REFERRALS vs LEADS

- In BNI we only give qualified referrals
- A referral is when the person you are phoning is expecting your call. They have expressed a need for the member's product or service, you told them about the member (maybe a bit of background information) and then asked permission to give their contact details to the member so that the member can contact them. A referral to a 3<sup>rd</sup> party is not a done deal – it is an opportunity to do business with someone in the market for the product or service provided.
- When you want to make use of another member's product or service you give them an INSIDE referral. An inside referral is only filled in once the business has been completed – a good guideline is to fill in the slip when the other member puts in the TYFCB. The same applies for when you do business with a BNI member in a different chapter.

## 2.) IMPORTANCE OF REFERRALS

- Referrals are a very big part of what BNI is all about. BNI's philosophy is Givers Gain and this is demonstrated by the giving of referrals – we want to help each other grow our businesses and we do this by giving referrals.
- Remember when you give a referral that you are giving away a part of your reputation and credibility – so make sure you give good referrals. The same is true when you receive a referral – the other member trusted you enough to risk their reputation with a client in referring you to them, so make sure you handle the referral with the appropriate respect.
- Always follow up on a referral as soon as possible – at least call the prospect if you cannot help them immediately.
- Bringing quality referrals to the chapter on a regular basis increases your credibility.