

MEMBER VISAS – 1-2-1's

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 and some other members. Below are the topics you need to discuss with them and some notes to help you along.

1.) HOW TO DOWNLOAD AND USE THE 1-2-1 WORKSHEETS

- On your BNI Connect landing page, go to My Network;
- On the My Network page there are several menus, of which Documents is one;
- The 1-2-1 worksheets in PDF format can be downloaded from this menu;
- Save the worksheets on your computer so that it can be used more than once;
- The 1-2-1 worksheets consists of 4 pages – the Bio sheet, the One-to-one worksheet (Last 10 customers); the contact sphere planning and the One-to-one worksheet (GAINS worksheet).

a) The last 10 customers

- You can choose to give the names of your customers or only the companies you worked with. The idea is to see what type of customers you have so that members can give you similar referrals;
- During the 1-2-1 the other member will make notes about the clients:
 - Were they higher end clients? – which means you want more clients like that;
 - Were they average clients? – which means they keep day to day business moving; or
 - Were they lower end customers? – which means you would prefer not to do this type of business.

b) Contact sphere worksheet

- These are professions that are similar to yours, but non-competing for example an event planner and caterer;
- When you are in a contact sphere with another member and you receive an order, you will most likely be able to refer the other member as well and vice versa;
- Make a list of these professions whether they are in your chapter or not;
- Discuss with your 1-2-1 partner why and how people in these professions will be able to help you and which ones need to be invited to the chapter as visitors.

c) GAINS Profile

- This is how we get to know each other better;
- Both personal and business information are discussed here;

- By discussing the GAINS profile, we can also find less direct ways of referring members, e.g. by getting to know a member's hobbies, you may be able to introduce them to a potential client with the same hobby;
- This is also a great tool to help members start conversations with other members and visitors during open networking and even other networking events.

2.) HOW TO DO A GOOD 1-2-1

- There are several ways of doing 1-2-1's:
 - **One-way 1-2-1** – You make an appointment with a fellow member for a 1-2-1 and learn more about them and their business.
 - **Back-to-back 1-2-1** – Both members will get an opportunity to discuss their business during the same meeting. It will be done separately though – first discuss the one business and then the other. Do not mix the 2 discussions as this is not very effective.
 - **Group 1-2-1's** – This is not an ideal way of doing 1-2-1's and should never be done as a first 1-2-1 meeting with other members. There should never be more than 3 members and each member should have at least 30 minutes to discuss their business for it to be a valid 1-2-1.
 - **Skype 1-2-1's** – This can work very well, especially with members from other chapters, regions or even countries.
- After deciding what type of 1-2-1 you will be having, set up a date, time and place for the meeting. Meetings can be held at a member's office, a restaurant or directly after your weekly meeting;
- After making the appointment for the 1-2-1, email an up to date 1-2-1 planner to your partner and make sure you get theirs. This gives members the opportunity to prepare and ask well thought out questions;
- You can also go through the last 10 customer list and contact sphere worksheet and bring referrals to the 1-2-1 meeting;
- Discuss whether this will be a back-to-back 1-2-1 so that enough time can be set aside;
- Show up to the meeting prepared and on time.