



Education Coordinators Mini - Workshop

Issue Number: BE 133

Title: Is Your Chapter Referable?

This is a 2-4 minute workshop presented by the Education Co-ordinator or their nominee.

To the presenter: Please ensure that you are familiar with the objective of the workshop and read through the workshop before presenting it. What you say out loud to the chapter is in larger type bold. The small print is guidelines for you

Purpose of this workshop: To help members understand, individual actions reflect on the chapter as a whole

Start by saying.....

During Member Success Program we talk about Members doing the things inside and outside the meeting to build Visibility, Credibility and Profitability (or V.C.P.) to make an acceptable return on our BNI investment.

What is the most important part of the V.C.P. process to get referrals?

Wait for the answer of Credibility

In other words, are you referable?

The V.C.P. process is also applicable to our chapter as whole.

Visibility – Is when people know about our chapter.

Credibility – Is earned when a visitor attends our chapter meeting.

Profitability – Is when they decide to become a part of our chapter and share referrals with us.

What is the most important part of the V.C.P. process to get new members to join or do business with us?

Once again the answer is Credibility.

Now what things can damage our credibility in the eyes of visitor?

We are after the responses below, add what the members miss:

- **Poor Attendance (No Substitutes)**
- **Members late & leaving early**
- **Visitor Host not doing their role**
- **Members Ignoring Visitors**
- **Members not prepared or winging presentations**
- **Members saying I have no referrals today**

What BNI is finding that the chapters where members perform professionally, have great attendance, members that arrive early and stay later to network and have Visitor Hosts performing their role fully, do more business!

In other words, is our Chapter referable? And what are you doing to as a member to enhance that?