



## Education Coordinators Mini - Workshop

**Issue Number:** BE066

**Title:** People Refer Specialists

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 remind members of the importance of narrowing your focus in your BNI presentations.

Start by saying.....

**You may perform a variety of services or offer a range of products, but if you want a referral, your description of what you do should be detailed and focused on a single aspect of your business.**

**Your referral sources will find it much easier to get you an appointment with a prospect if your sales message addresses the prospect's specific needs.**

**People tend to say they do everything because they want to throw as broad a net as possible, catching everyone. The problem is, a really broad net has big holes in it.**

**When you tell a referral partner you're a full-service provider, you ask them to mentally sort out all the people they know and cross tabulate what they do against all the things you do, problem is people aren't computers.**

**If you say, "Who do you know who's a sports enthusiast? Here's how he can use my product," then you're letting your referral source do a simpler kind of mental sorting.**

**The more you can educate people about the different things you do, one at a time, the more likely you'll get referrals in the long run. And getting referrals in a specific area doesn't mean you can't continue to offer other products or services.**

**When operating in a BNI Chapter, your immediate goal isn't to close a sale; it's to train a sales force.**

**You're training people to refer you, and saying that you're a full-service provider and that you do everything doesn't train anyone.**

**You wouldn't tell a salesperson for your company, "Just tell them we everything."**

**You may still not be convinced that narrowing your focus is a good idea, but think about this for a moment: If you need a problem fixed would you be more likely to call a "jack of all trades" or Specialist in the area?**

**Remember: People are actually more likely to refer a Specialist, rather than a Generalist.**