



Empowering Small Business Development

Volume 2, Issue 1

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Business network rewires the bush telegraph!

Special Points of Interests

- BNI Networking
- Referrals
- Education / Workshops
- 2007 Dates and Venue
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AUSTRALIANS call it "the bush telegraph"; in America, it's known as "word of mouth". Whatever the moniker, the message gets spread without anyone having to lift a finger.

Ivan Misner has taken this principle and transformed it into a business form. His organisation, Business Network International, formalises the practice of networking, and since being formed in his native America 21 years ago, has spread around the world.

Dr Misner, who was in Melbourne last week to celebrate BNI's 10th anniversary in Australia, said the mission of the group was simple: to help people increase their business through a structured word-of-mouth marketing program.

"We aim to educate members how to network," he said. "They are used to direct selling and advertising, but they don't often know how to network." The caveat is that only one person in each professional classification is eligible to join an individual group, or chapter. For example, only one printer is allowed to join a specific chapter to avoid situations where fellow members have to choose one person over another.

BNI has now more than 4300 chapters with more than 86,000 members in 30 countries. Australia is the fourth largest participant with more than 150 chapters and 3000 members, 600 of them in Melbourne. An average chapter is 20 people, but 30 to 40 is not uncommon.

Dr Misner said the number of referrals annually through BNI was now 3.3 million, generating business worth \$2.4 billion.

Each chapter meets every week, and members pay an annual fee. BNI follows a formal meeting structure, with a leadership team of a president, vice-president, secretary-treasurer and education co-coordinator. Members are given a 60-second timeslot every week to speak about their business and advise the group what a good referral is for them.



They are also allocated a 10-minute presentation slot about twice a year, depending on the number of members in the chapter.

BNI trains members in how to promote their business. "Directors have a 500-page manual," Dr Misner said. "We try to facilitate the referral process and create a structure that enables that to happen." The "currency" in this set-up is the ubiquitous business card. Members receive a cardholder for the cards they collect. A person who gives a referral must fill out a referral form, enabling BNI to monitor its activities. Dr Misner said the whole structure was built on trust. "If you give a referral, you give some of your reputation with it," he said. "You must get to know these people. It's like your keys — to the car, house, whatever. You wouldn't just hand them to anyone."

BNI Australia's national director, Geoff Kirkwood, said one member he knew received up to 80 per cent of his business through his chapter.

BNI Melbourne's executive director, David Byers, said one businesswoman had obtained a business referral worth \$204,000 through the group.

Joe Dorfman, a former lawyer who is now a business coach, joined BNI in both capacities. A member for six years, he has gained core clients through the network.

"I do a lot of speaking. I recently gave a talk to the Institute of Accountants group — about 10 to 15 people — and got three or five more speaking opportunities out of that."

The Age 10th July 2006

Dates and Venues for 2007

Venue for 2007

Peninsula Community Theatre

Wilsons Road, Mornington

Evenings 6.30 – 9.30pm

Members \$5 – Non members / Guests \$10

2007 Dates

Thursday 15th February

Referrals & Advertising

Thursday 15th March

Financing / Mortgages

Thursday 12th April

Business Planing

Come along and bring a friend!

Gone are the days where competition between businesses is the driving force of business growth.

These days we see a lot more synergy between businesses and therefore a greater exchange of ideas, methods, support and networking!

What are the benefits of Business Networking?

- Generating targeted leads and referrals
- Developing relationships with other businesses
- Increasing awareness of your company
- Finding mentors and advisors
- Developing a peer support network
- Sharing ideas and solving business problems
- Building self confidence and gaining new skills and knowledge
- Gaining recognition and influence in your industry and community
- Finding potential strategic partners and investors Increasing efficiency and productivity

ADVERTISING a word from your sponsor



Owner & Editor Robyn Harcourt

The importance of Advertising (15min)

- How to Advertise you products/services
- Why is advertising important
- Types / Methods of advertising
- What works and what doesn't

Advertising Workshop (10min)

- Creating your own ad
- Developing your own strategy
- Using Catch phrases – a listing will be given out
www.peninsulaalternative.com.au

PBN Referral Program for 2007

Prospecting new clients

Brian Matthey will be explaining the art of prospecting new clients and the importance of the referral program and how the PBN will implement it this year.

A listing of all members and Non members will be handed out to every one that attends the PBN meetings.

This list will contain information such as Names, email addresses and phone numbers. We will obtain permission from all to appear on this list for distribution. See next page for more information.

PBN Referral Program 2007...

Prospecting New Clients...

As you all have read this issues article on the BNI Business International Networking group I'm sure you can appreciate what our intention is begin the same meeting on the Peninsula, on a smaller scale.

We all know how important it is to get new clients for the growth of our business. We also know the importance of "Word of mouth" from a job well done.

At the PBN we are trying to facilitate the referral process and place a structure so that the referrals get passed on. This is what we will begin to do in February 2007.

At every meeting we will hand out to every one who attends a referral listing of all members and non-members on our email database. The listing will include name, business, phone number and email address or website link.

This will enable you to follow up with people we haven't had a chance to do so on the night and also be able to use this list to refer businesses to others.

The major factor based for the referral listing to work is TRUST. When you refer someone you give YOUR reputation with it. You must get to know these people and what a better way then our Monthly PBN meetings and your own business associations.

Finding the best-qualified leads from your business does not come from a cold contact situation but from building a strong referral business. This Quarter's feature looks at 7 tactics to drive the referral side of your small business.

7 Sure-Fire Ways to Build Your Referral Business...

1. **Set A Target:** In business, measure the results to improve performance. Set a clear goal with a time line. Example, 10% increase in referral business over the next 10 weeks.
2. **Timing:** Conventional sales wisdom claims the best time to ask for the referral is immediately after the close. This tactic is far too aggressive. Give your clients time to experience your service or product before asking for a referral. Ask for the referral at close only if your client is already delighted with your business.
3. **Top 20:** Not all customers are referral candidates. Find the top 20% that are ecstatic about your business and ask them for referrals. Make sure their network is the type of client you want.
4. **Give and You'll Receive:** Give your clients extra service and follow-up support before asking for referrals. When you give willingly to your customers, they will return the favor.
5. **Type of Customer:** Inform your referring clients of the type of customers you can help. Provide a clear picture of the customer demographics for your small business.
6. **Rewards Program:** Provide special rewards to your referring customers on a regular basis. If a customer provides you with 5 sales, offer them something special, e.g. discounts.
7. **Thank-You:** Lisa A. Maini, President of my Marketing Manager, recommends businesses need to establish trust to build referrals. Lisa says, "Create a basic thank you letter that can be personalized and sent to each referral you receive. Treat your referral sources with the utmost of care and you will not only build a foundation of trust but keep hot prospects coming to your door."

These tips are simple but when executed on a regular basis they can drive your referral business and build sales revenue. Start today and watch your referrals grow.

Our PBN Meetings Agenda

6.30pm Registration

7.00pm Welcome & introduction

7.15pm Networking Games

7.30pm 1st Speaker

8.00pm Supper/break

8.30pm 2nd Speaker / workshop

9.00pm Door Prizes

9.15pm Personal Networking if time permits

9.30pm Closes

Come along and join

Us in an

Informational & enjoyable night

Meet new friends and business associates.

Speaker Nominations

If your business requires information on any specific topic or business area, please let us know via email and we will be able to source an expert in that field for you.

Whether it's Marketing, Advertising, PC Hardware or Software, PC Training, Email Marketing, Mortgages, Business Plans or Coaching, etc...Please let us know...

Or if you have a Topic for Discussion you would like to share with us pass on your details.

Email us on info@peninsulanetworking.com

Why Becoming a PBN Member is a must!

Business Exposure, when running a small business the greatest need we all have is getting out there.

That's where at Peninsula Business Networking not only are you able to link in with our website, you are also given the opportunity to talk about your goods and services to all, at our meetings.

Please note that we are also linked into quite a number of other websites on the internet and advertise in the Peninsula Alternative Newspaper.

Promote your business with us for only \$50 yearly subscription.

Special offers when becoming a member with Peninsula Business Networking.

Whether you have a website or not you can still promote your business with an email address, phone number and 50 word description of what you offer.

Don't wait ~ become a member today!



Door Prizes

Be Quick!

Anyone attending the meeting can donate a door prize and be able to have an additional 30 seconds speech to promote their services as their prize is drawn.

Maximum 5 Door prizes per meeting ~ so first in best dressed.



PBN Committee Members

Charter Accountant - Brian Matthey

Financial Advisor - Registered Tax Agent

I provide people with financial advice covering areas such as, superannuation, investments, insurance as well as strategic planning on tax, wealth accumulation and protection of assets and income. Also run a Goji distribution business with Josie Bottaro. Promotion of health and wellbeing through natural means.

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Holistic Therapy's - Michael & Susan Popplewell

I am a Holistic Practitioner and have qualifications in a number of areas: Reiki Master, Shamballa Master, Basic Body Massage, Stress Massage, Massage Certificate, Anatomy & Physiology Certificate, Thermo-Auricular Therapist (Hopi-Ear-Candle).

www.holistictherapys.com



Affordable Websites @ Just Ask Sue - Sue Pejic

Website Design and Professional Documentation (Flyers, Brochures, business cards, etc.) for individuals, Groups or Small Businesses.

www.justasksue.com.au

To all PBN members you will receive 10% discount on all of my products.



Peninsula Alternative Newspaper - Robyn Harcourt

The Peninsula Alternative provides a local, informative and reliable publication on a bi monthly basis. We offer a voice for the community, affordable, targeted advertising for local businesses and publicizing opportunities for local writers, resulting in the connection of our community in an alternative and original way.



Remedial Massage Therapy - Wendy Bray

Diploma of Health Science (Remedial Therapies), Registered Member of AAMT

Having extensive experience ranging from the corporate arena, local football clubs and the day spa industry, I have a passion for getting people back on track with their wellbeing through therapeutic touch. I can custom build a massage to suit you. Offering Remedial, Relaxation and Tuina (Chinese) massage. Health Fund Rebates Available.

Mobile 0425 742 994 email - wendy_bray75@yahoo.com.au



Seeking Magic - Romaine & Nicholas Marjolin

Romaine has practiced as a Psychic, Clairvoyant and Medium for the last 40 years, while living in England, Africa, America and France. Romaine has read for a wide range of clients from the ordinary person to Royalty.

Nicholas was born on a small island in the Indian Ocean, where all things magical happen. Nicholas began to take an interest in Astrology, and once he arrived in Europe took this interest to higher levels. Astrology is a fascinating subject, it is a blueprint of your life.

www.seekingmagic.com

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