

## How can each one of us get better results from our BNI membership?

Perhaps the economy does not seem as good as it did last year, or you notice that people are not sending you as many referrals as they did 6 months ago.

Your success in the chapter is not an accident. **Givers gain.** Each member is responsible for their own results, whether excellent results, or poor results. You need to contribute to your success. If you begin to give more than you are currently giving, you will surely receive more, and isn't that why we are all here? **You must help others help you by increasingly your referability.**

**Take the action of investing some time to improve your performance as a member, and it will pay you back many times over.** Do nothing, and you can expect the same or less results. To give and be remembered as a giver will increase the number of referrals that you receive from other members. They will increase their effort to help you. It is not an accident when a person makes a referral to you. They invest their valuable time to help you, and you need to respect their effort.

**For those of us whose numbers do not reflect what we really want to contribute, now is the best time to “go back to the basics” of referral giving.** Remember that it takes effort on your part! The people who have given a lot to the chapter invested a lot of their time and effort in helping others, and in learning to be better at giving more, quality referrals.

**Great ways to increase your contribution to the chapter include the following action items:**

• **Attend BNI training opportunities**, go to the BNI website ([www.bni.com](http://www.bni.com)), our regional website ([www.bnisfbay.com](http://www.bnisfbay.com)), and our own website ([www.siliconvalleybni.com](http://www.siliconvalleybni.com)). There are many free resources for you.

• **Attend another Member Success Program**. It is great refresher for reminding us of the many methods that BNI recommends to help us develop more and better quality referrals

• **Increase the quality of your referrals**. If you notice that the referrals you have made recently are not turning into closed business for the person you are trying to help, take a minute to ask them how the referral went, and learn from it. Was the person a good fit?

• **Increase your attendance**, and be top-of mind to the other members.

• **Try to attend every meeting that you can**, and be absolutely sure to have a sub if you are out.

Your name and business name will be presented each meeting to remind people of you. Absenteeism leads directly to people forgetting about you that week, and then to simply not feeling like they know you well enough to refer you.

• **Make an effort to be more referable**. Increase your one-to-one meetings with members to help them get comfortable referring you. Many long term members will vouch that this is the single most important link to success in this chapter. Be on time to the one-to-one and to chapter meetings. Be professional and conduct your business with integrity. Promptly contact those referred to you, thank the referrer, and let them know how it went.

• **Take advantage of the free chapter library books**. Books like “Increase your referral business” and “Mastering the Art Of Referral Giving” are available to borrow at no charge. The education committee is the librarian –contact them and take advantage of these free resources.

One last point that every member should remember: **Your membership is not automatically renewed.** Each seat in our chapter is increasingly valuable, **and we should all recognize the opportunity that we have as a member of this growing chapter.** The membership committee is tasked with reviewing all of the renewing members, and approving them again for the category they

are currently in. The membership committee reviews the VP report every week to note people who are on their third absence without a sub, and those who have very small closed business numbers.

**We truly want every one of our members to be successful.** The tools listed above are available to you to assist you in increasing your performance, **but it is up to you to take the actions needed to do so.** Attend. Be on time. Follow up. Increase the quality of your referrals. Be referable. Smile : )