

101 WAYS TO DEVELOP REFERRALS • SKILLS FOR SUCCESS • GREAT MEMORY HOOKS

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SuccessNet

A BUSINESS NETWORK INT'L NEWSLETTER • MALAYSIA • ISSUE 1



"BNI WORKS!"

Inspiring success stories

NETWORK POINTERS

Checklist for a good start

**WELCOME TO OUR FIRST
ISSUE OF SUCCESS NET!**

Bringing you news and developments
for mutual success at BNI

BNI[®]

THE NATIONAL DIRECTOR SPEAKS...



DEAR MEMBERS,
GREETINGS AND WELCOME to those who have recently joined BNI. I hope you have had a fantastic year thus far.

At BNI, we are always looking for ways to help you generate more referrals, more business opportunities and more customers as well as to provide value-added service for you and your organization through your participation. At the same time, we like to keep you up to date on BNI's latest development through a local version of our newsletter,

Success Net. This latest initiative is another project to communicate and educate members on more effective ways to use word-of-mouth marketing in addition to our regular seminars, announcements and e-mail.

As you know, BNI was founded in 1985 and celebrates its 20th anniversary this year. Its unrivalled success today is a result of the success it has created for its members in the past two decades. BNI is well into its 5th year in Malaysia and members like you have made it a success and we thank you for it.

Malaysia continues to have one of the largest average chapter size in the world

and many members throughout the country have successfully benefited through their participation—we have included a few success stories in this issue so make sure you read them.

We recognize our success in Malaysia is attributed to members like you and BNI Directors who have continued to support us throughout the years. Therefore you can be sure that we will always do our utmost to provide you with our best.

Towards greater success,

Avryl Au
National Director, BNI Malaysia

NEWS SNIPPETS

UNITED CHAPTER NEWSLETTER

Sng Kim Huat, the current president of United Chapter, initiated a newsletter project to communicate with its chapter members. The United Chapter newsletter was launched in May and its sole purpose is to enable LT members to communicate with members. Members are encouraged to share ideas on what LT plans for the chapter, how to expand in terms of chapters, members and businesses. It can also be used to welcome new members in LT as well as educate and enlighten members on key performance areas. The newsletter has proven to be an effective communication tool in the chapter.

BNI REGIONAL CONFERENCES

Here are two upcoming regional conferences to add to your diary. Don't miss out—see you there!

Johor : October 2, 2005

Penang : October 15-16, 2005

NEW GOLD CLUB MEMBERS

Albert Tan – SIERRA Chapter

Jennifer Liew – SIERRA Chapter

Kenny Tan – WINNERS Chapter

Marcus Lim – CRESCENDO Chapter

SUCCESS STORIES



REAL GIVERS GAIN

Since joining BNI a year ago, Zhiwen has introduced 16 members to his chapter. "I bring them because I want to increase my business and at the same time, they can increase their business from chapter members. I don't know of any other better way to help them, so I introduce them to BNI!" As a result of practicing Givers Gain, Zhiwen has received over RM500,000 in business since joining.

Zhiwen Chin
WINNERS CHAPTER
Interior Design

WINNING CONNECTIONS

Since I joined BNI Winners Chapter JB in March 2005, I began to realize the effectiveness of word-of-mouth marketing and building business relationships. Besides getting business from the referral system, BNI has allowed me to expand my knowledge on various types of businesses. When meeting with friends I now have the opportunity to share more and at the same time refer business to my members. My friends nicknamed me "walking hypermarket" because I can just flip my BNI cardholder and get them contacts for whatever services they may need!

Carol Lim
WINNERS CHAPTER
Tours & Limousine Services

BNI WORKS!

BNI members should think seriously about the value of a BNI membership—it's not just about business opportunities! You'll learn a lot about doing business in ways that are more effective and you also gain significant support of fellow members. The relationships that you develop among fellow members will last a lifetime and your link, even with former members, will benefit you tremendously—definitely worth the small amount of time and money you put in because you always stand to gain!

I recently received a "spin-off" business—a referral's referral. It was a long meeting that ended late, but it was worth every minute as it generated business worth more than RM50,000 and I even collected a deposit of RM15,000! Without a BNI member's referral, I would not have gotten a new client and a new business opportunity in such a short time. To me, it's all about one's own credibility and perseverance with BNI.

Irene Chan
MILLENIUM CHAPTER
Printer

YOUR FEEDBACK IS VALUABLE!

For comments on this issue or submission of BNI-related news and articles for future issues, please e-mail info@bnimalaysia.com

NETWORKING TIPS

THE DANCE MASTER'S REPORT

By Andy Wong, Synergy Chapter

Does *Dance* really work? Does it bring us more customers and more business?

Data: 4 months of Dance Analysis shows that

FACT:

The top 10 most frequent dancers contribute OVER 40 % of the total referrals on a monthly basis for the first 3 months

FACT:

During the 4th month, the SAME top 10 members contributed close to 50% of the total monthly referrals.

THE FANTASTIC FACT:

By the beginning of the 5th month, these SAME top 10 members contributed 60% of the total referrals!!!

THIS is what "DANCING" is all about : GIVING more quality referrals simply by knowing your fellow members better and in return receive more quality referrals amongst the most frequent dancers.

- A) **1st Stage:** Get into "The Dancing Mode or Mood"
- B) **2nd Stage:** The quality of the Dances... the Do's & Don'ts

Rule No. 1—Be PUNCTUAL:

This is a business appointment you've made with your fellow business associates where ALL future potential business REFERRALS are going to come from, so be SERIOUS about it. Don't damage your credibility or reputation by being late, making frequent postponements or forgetting about your appointment all together.

Rule No. 2—Be FOCUSED:

This Dance Card contains very BASIC information to help one another.

Rule No. 3—RECIPROCAL Dance:

A Dance is a "two way street"—so if it's a Group Dance or if time does not permit a two-way dance, you must reciprocate the dance.

Rule No. 4—Keep a COPY:

Yes, keep a copy of the Dance Card, just in case. You'll never know when you really need it.

TIPS FROM THE PROS

Referral and networking takes time. It also means looking into small details to be a networking success. Read on to find out...

"Think of your namecard holder as a solution pack. Start generating referrals after your weekly meeting, not the day before your meeting."

Peh Gin Hai
INSPIRE CHAPTER

"Be proactive and take the initiative to ask for business for members. Simply ask. Listen to your members' presentation on what they want."

Chris Cheng
MIDAS CHAPTER

"Write your referrals before the meeting and listen proactively for business."
Vincent Koay
BNI AMBASSADOR



MASTERING MARKETING & NETWORKING QUESTIONS - PART ONE

Submitted by Riyaz Mahendy

Here's a useful checklist of questions to ask to get ahead in marketing and networking, in making contact and achieving success in business.

MARKETING:

Targeted 'Infomercial' Questions

(Don't forget to ask!)

- This week I would like you to look/ listen/watch for.....
- Who do you know who.....?
- Please check your client list to see if you have a.....
- If you hear someone say....., please answer with.....

* Look out for Networking Questions in Part Two in our next issue.

NETWORK POINTERS

Want to make a really good start? Here a checklist of things to do next week:

- Bring your cardholder and make sure you have all current members card in it.
- Bring 50-100 business cards to top up the chapter card box, so that we can refer you.
- Prepare an effective presentation. Tell us who you want to meet.
- Bring referrals, a visitor or a great testimony for item 14.
- Come early.
- Do a follow up on all referrals and provide great service.
- Send a member to replace you if you are unable to attend and keep your "business open".

SNAPSHOTS

BNI CONFERENCE 2005 — KUALA LUMPUR



YOUR SAY

SPECIALLY DEDICATED TO BNI MEMBERS

By Susan Choo

*We shall do so much in the years to come;
But what have we done today?*

*We shall give referrals to everyone;
But whom have we referred today?*

*We shall invite visitors, at least one;
But who have we invited today?*

*We shall dance, do our one to one;
But who are we dancing with today?*

*We shall reap the harvest in the farm;
But what have we sown today?*

*It is sweet in idle dreams to bask;
But here and now do we do our task?*

*Yes, this is the thing our members must ask
What have we done today?*

YOU ARE THE KEY TO OUR SUCCESS

By Michael Chua, BNI Uptown

My comput_r k_yboard works v_ry w_ll exc_pt for th_lett_r "e" which works int_rmittently. Ev_n though it is only one small k_y but it has render_d my whol_k_yboard usel_ss.

No, this is not a typo error. I'm just illustrating to you that we are all part of one entity, one team. My BNI friends, should you ever think you are small, unimportant, or insignificant, please remember that you are all key members of a chapter. It does not matter whether you are a letter, a dot or a dash. Any intermittent performance will have very significant negative impact on our chapter.



REFERRALS SKILLS WORKSHOP WORKS WONDERS

Submitted by YP Lai

Three chapters in Penang—*Achievers*, *Success*, and *Laurus* recently organized a Referrals Skills Workshop for their members. The objective was to provide a thorough overview of what BNI is about and the things required to get maximum returns. The skills learnt at the workshop can really be implemented—and at your own pace!

From the evaluation forms and the testimonies received, participants certainly learned a lot and were greatly motivated to make BNI work for them! You just have to pick up pointers that are relevant and put them to action and you will be amazed at the results. Leadership Teams will also be working with members to put all key elements into place and to provide the necessary support.

It will be very difficult to find another organization with so many members who care about each other and want each one to succeed!

Mistakes You Should Avoid To Get Referrals YOU Want

Be very specific of what you are asking for, and you will get the referrals you expect. Here are 8 scenarios that you should avoid:

1. "Anyone and everyone is my client." Do you know of a person named "ANY ONE"? Stick to SPECIFICS.
2. "My clients are all women, men, adults, children, married couples, and are above 18 years old." Need we say more? Be specific. DESCRIBE THE PERSON you want to meet.
3. "Do you know of anyone who has bad eyesight, has a nose, a face, breathes, has bad skin, owns a credit card...?" Avoid being TOO GENERAL
4. "My ideal clients are those who like to drink clean water, who are concerned about their health, who want to look great, and want to be a millionaires." Again, BE SPECIFIC.
5. "Please refer me to any companies that have 100 staff and above." NAME THE COMPANIES or ask, give names.
6. "My service is great because I am reliable, we look after our customer, etc etc." Avoid using "etc etc" DON'T WASTE WORDS.
7. "This week I am looking for people who want to save money!" WHO DOESN'T WANT THAT?
8. "I print anything and everything on paper, except money." OK...YOU GET A LAUGH OR TWO, BUT NO REFERRALS!



A PICTURE PAINTS A THOUSAND WORDS

Dress up your windows!—Props make great visual to display your products, skills, creativity, talent and services. Bring them each week to demonstrate.

101 WAYS TO DEVELOP REFERRALS

Today's tip: Tell and remind your friends, relatives, neighbours, associates, spouse or employees to inform you when they need a product or service. Then name them a few examples of people you know and give a great testimony or "tell your story" about a particular member.

MILESTONES

Winners Chapter, the first chapter to reach 40 members, has now become the first in Johor to achieve Platinum Chapter status with 50 members.

GREAT MEMORY HOOKS

"Use ChemDry, your carpets will love you for it"

Sinna, MILLENNIUM CHAPTER



THE WORLD'S LARGEST REFERRAL ORGANIZATION

Business Network Int'l (BNI) is a business and professional networking organization that offers its members the opportunity to share ideas, contacts and most importantly, referrals. With over 70,000 members in 22 countries, BNI members exchanged over 3.3 million referred opportunities in 2004, translating to over RM6 billion worth of business done. BNI meets in various locations in Malaysia—Klang Valley, Penang and Johor. BNI Malaysia is located at Wisma WIM, Jalan Abang Haji Openg, Taman Tun Dr Ismail, Kuala Lumpur. For more information on BNI, email info@bnimalaysia.com