



THE LANGUAGE OF REFERRAL, BNI STYLE – 100 MAIN CONCEPTS

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| 1. 10 Minutes Presentation | 23. Education |
| 2. 24 X 7 Referrals | 24. Efficiency |
| 3. 60 Seconds Presentations | 25. Empathy |
| 4. Action Plan | 26. Energy |
| 5. Attendance | 27. Ethics Committee |
| 6. Attitude | 28. Exclusivity |
| 7. Benchmarking | 29. Farmers, not Hunters |
| 8. Business Cards Holder | 30. Focused |
| 9. Business Minded | 31. Formula for Success |
| 10. Clients Development | 32. Fun |
| 11. Clients Fidelity | 33. <u>Givers Gain</u> |
| 12. Coaching | 34. Globalisation |
| 13. Code of Ethics | 35. Goals – Mission - Objectives |
| 14. Commitment | 36. Goodwill |
| 15. Communication Skills | 37. Growth Strategy |
| 16. Competitive Advantage | 38. Honesty |
| 17. Constructive Criticism | 39. Honour |
| 18. Contact Spirit | 40. Imagination |
| 19. Co-Operation | 41. Innovation |
| 20. Creativity | 42. Integrity |
| 21. Credibility | 43. International Board Of Advisers |
| 22. Economy Of Scale | 44. Leaders |

45. Listening with Interest
46. Meeting Stimulus
47. Meetings Organisation
48. Member Orientation
49. Members Growth
50. Membership Committee
51. Methodology
52. Motivation
53. Networking Skills
54. One-to-One Exercises
55. Opportunity
56. Outstanding Value For Money
57. Passion
58. Perseverance
59. Philosophy
60. Positive Spirit
61. Power Team (Power Circle)
62. Presentation Skills
63. Primary Occupation
64. Priorities Establishment
65. Pro-Active Instead of Re-Active
66. Problems Resolutions
67. Professional Ethics
68. Professionalism
69. Profitability
70. Public Relations
71. Quality
72. Receptive
73. Recognition
74. Referral Skills
75. Referral Slip
76. Relationship
77. Responsibility
78. Sales Force
79. Selling Skills
80. Sense Of Humour
81. Sponsorship
82. Star Players
83. Strategic Alliance Partners
84. Strategies
85. Structure
86. SuccessNet
87. Support By Directors
88. Support By Members
89. Synergies (Relying On Each Other; Getting Better Results)
90. Team Leaders
91. Team Spirit
92. Team Work
93. Time Management
94. Training
95. Trust
96. Unselfishness
97. Visitors
98. Web Site Links
99. Winners
100. Word of Mouth Marketing