



82 MAIN BENEFITS AND SERVICES RECEIVED BY BNI MEMBERS:

1. Best Value for Money in the Commercial and Networking Franchising World:

- 1.1. The benefits and services received by BNI members, if they were to be priced, would be valued at between 10.000 & 50.000 euros, even before the member receives the first referral. That is the amount you would have to pay to become part of similar international (or even national) franchised organizations, as per franchising studies available by [clicking here](#). That valued would be due to BNI experience; its well known trade mark in the networking sector; its executives; its training; its know how; its proven success...
- 1.2. The revenue received by members in 2.005 was 1.5 billion euros on direct referrals. These revenues are checked statistically by BNI. If we took into account the indirect referrals received by third parties, through the recommendations of direct referrals, the amount would be much higher.
- 1.3. The reasons why members get that amount of revenue can be substantiated, among other reasons, by the 100 Concepts of the Language of Referral, offered by the BNI know how, achieved throughout over 20 years of international experience. Copy can be downloaded by [clicking here](#).
- 1.4. Similar networking online services, without many of the above benefits & services demand a much higher annual fee.
- 1.5. Similar franchising business, demands an entrance fee of between 10.000 and 50.000 euros; sometimes, plus a 5 to 10% of all the business received by the franchisee, plus a 3 to 5% for marketing expenses.
- 1.6. BNI is a commission only organization. Nobody except office staff, get salaries. Therefore, the directors only get paid if the chapters are succeeding. A win – win situation for members.
- 1.7. BNI is a service company. All service organisations have the following expense lines: administration; communications; marketing and advertising; operational overhead; special projects; staffing; training.
BNI is a business and needs to remain solvent in order to serve the members at present and in the future.

2. Coaching and Training by Quality Professionals, at no cost to members (sharing of the cost of the meeting room):

- 2.1. BNI's Policies & Procedures: non-bureaucratic, each one making commercial sense.
- 2.2. BNINet user manual
- 2.3. Education Co-ordinator manual
- 2.4. Excellent books and videos on networking & referrals at reasonable cost
- 2.5. International web about policies and practical tips, run by members:
<http://finance.groups.yahoo.com/group/BNlofficialgroup/>
- 2.6. Leadership Team CD
- 2.7. Leadership Team manual
- 2.8. Manuals & training for new BNI Directors: Local Directors; Regional Directors; Executive Directors; National Director
- 2.9. Member Orientation to BNI CD
- 2.10. Networking education
- 2.11. Networking skills workshops

- 2.12. New members orientation: Member Success Programme manual
- 2.13. Presentation and public speaking skills workshops
- 2.14. Referrals skills workshops
- 2.15. "Successnet", the BNI newsletter with networking education & news
- 2.16. Visitor Host manual

3. **Marketing and Sales Support by:**

- 3.1. 10 minutes presentation
- 3.2. 60 second "Infomercial"
- 3.3. Dozens of highly professionals, belonging to your own chapter, selling your products / services and giving you quality referrals, not just leads.
- 3.4. Exchanges of business cards to be hand out to referrals
- 3.5. Exclusivity: only one person from each professional speciality is permitted to join each chapter of BNI
- 3.6. International affiliation with other BNI chapters and members (twinning)
- 3.7. Memory hooks: <http://www.memoryhooks.com/hooks.htm>
- 3.8. Networking online: reports & listing of webs.
- 3.9. Networking with other chapters, locally & nationally
- 3.10. One to One meetings
- 3.11. Special business contacts that can be converted into long term strategic alliances at the regional level, up to and including the global business community,
- 3.12. Recognition and motivation
- 3.13. Variety of forms developed throughout over 20 years of experience
- 3.14. Visitors' Day
- 3.15. Webs:
 - 3.15.1. BNI chapters' website links worldwide:
<http://www.BNI.com/default.aspx?dn=347,12,1,documents>
 - 3.15.2. BNI Costa del Sol web: <http://www.BNICostadelsol.com/index.asp>
 - 3.15.3. BNI European web: <http://www.BNI-europe.com/>
 - 3.15.4. BNI international web: <http://www.BNI.com/>
 - 3.15.5. Other dozens of webs worldwide.

4. **Operational Benefits and Support:**

- 4.1. Autonomy of chapters runned by a core of three Leadership Team members, who are offered a grant for their membership, while they are serving the members. Normally rotations of six months.
- 4.2. BNINet operational web.
- 4.3. Chapter President's Box.
- 4.4. Code of Ethics.
- 4.5. Disciplinary Mechanism.
- 4.6. "Friends of BNI": Ecademy; entrepreneur.com; Referral Institute.
- 4.7. General assistance by members and directors.
- 4.8. International Board of Advisers composed of Members.
- 4.9. International convention at USA, Europe and Asia, where new ideas and objectives are discussed and implemented.
- 4.10. Long Term Leaves of Absence: Members who are forced to a long term leaves of absence, may request a Certificate of Credit to their BNI Director, which will be valid for up to two years in your own, or any other chapter, that has a vacancy for your category.
- 4.11. Non-Discrimination Statement.

- 4.12. Prospects and Visitors are allowed to attend up to two BNI normal meetings, before they make up their minds, thus giving them plenty of chances to know BNI.
- 4.13. "Strategic Alliance Partners": High Achievers Network; Brian Tracy International; Buffini & Company; Coachville; Sandler sales institute; Sendoutcards...

5. **Personal support by:**

- 5.1. Leadership Team
- 5.2. Local Directors
- 5.3. Regional Directors
- 5.4. Executive Directors
- 5.5. National Director
- 5.6. National operational office
- 5.7. International operational office
- 5.8. International Board of Advisers (formed by members)
- 5.9. Nearly 5.000 chapters worldwide
- 5.10. Nearly 100.000 members worldwide
- 5.11. A C.E.O.
- 5.12. A Chairman

6. **Standing Out from your Competitors by:**

- 6.1. Adaptation to the changing expectations of customers.
- 6.2. Adaptation to the changing necessities of the market.
- 6.3. Added value for your customers.
- 6.4. Agreements with suppliers (to come).
- 6.5. Branding benefits: image; loyalty; position.
- 6.6. Business acquaintances who become friends with all the benefits inherent to those situations.
- 6.7. Constant and consistent quality service offering.
- 6.8. Current information about the latest business trends.
- 6.9. Fidelity of customers.
- 6.10. Improving ones own business image.
- 6.11. Increase in business from 20% to over one hundred per cent, on a yearly base.
- 6.12. Prestige for belonging to a worldwide organisation.
- 6.13. Press releases: for BNI and for members' interest (to come).
- 6.14. Solutions for future potential business crisis.
- 6.15. Structured & supportive breakfast meetings.