

7-Minute Guide to

BECOMING A GREAT CONNECTOR



Why do some people generate the majority of the referrals in a market and get all the good customers? It always seems like one or two people get most of the referrals while everyone else battles for scraps. You can become the person who gets referrals in your field when you become a master connector.

Master connectors don't promote themselves, talk about their accomplishments or say "I", other than to say, "I'd like you to meet..." You'll often find them with at least two people around them, speaking with both at the same time. They focus on building or deepening relationships between the other two people.

The single most important skill in business is the ability to create business relationships between two people, based on core values and mutual self-interest.

Since 1985, BNI® has been teaching businesspeople like you to grow their business by building business relationships between other people. It's the foundation of Giver's Gain® and **is the fastest way for you** to become the most successful person in your field. **Once you learn this system, you'll:**



Double the growth of your referral network as each connection you make creates two people who appreciate you and want to pass referrals to you.



Generate more referrals for your own business as your referral network expands.



Turn any new referral you get into network growth opportunities as make additional non-competitive referrals for your new customer.



Generate more referrals from within BNI® as well as within your entire referral network.



Grow your business to dominate your market by generating positive word-of-mouth advertising.

HOW TO GIVE REFERRALS LIKE A MASTER CONNECTOR

Not all referrals are the same. Master connectors take care to ensure both sides of a referral feel comfortable, connected and engaged. Move up the referral levels to build the strongest network for your own business. Here are the five types of referrals, the higher the number the better the referral:

1

Authorize your prospect to use your name to get great service. It sounds like, "Alice is expecting your call, be sure to mention my name."

2

You pass along a letter or email recommendation. Often done as an email introduction to connect the prospect with the provider they are seeking.

3

Begin to qualify the need of the prospect for the provider's solution and explain how the provider can solve the problem.

4

Qualify and schedule appointment for the prospect and the member to solidify the when and where for their conversation.

5

Qualify the need and schedule a meeting with yourself, the prospect and the provider so you are there to translate how the connection makes sense.

THE EASIEST WAY TO GENERATE REFERRAL IDEAS

When you are speaking with your friends, coworkers and acquaintances the best referral opportunities come by listening for signals that someone is planning, bragging or complaining about something.

PLANNING

People talk about their plans, next big holiday, next big vacation, next big move or milestone with their family.

If they are planning a move, maybe they'll need a moving company or real estate professional. If they are planning a long trip, maybe a travel agent or a house sitter.

BRAGGING

We brag about our kids getting accepted to school, a new home, or a new promotion

Kids going to a great college? How about renters insurance or a car so their child can get around town? A new promotion may mean they need a real estate professional for a new home or financial planner for investments.

COMPLAINING

A fair number of people complain daily about their health, their home or wasted money on an unnecessary service.

For example, a supplier may tell you, "Arggh, my computer is so slow"? Might that be a referral to the IT company? Or, a friend might complain about the layout of their kitchen... that could be a referral to the builder?

Whenever you hear one of these referral opportunities during a conversation, ask them about it.

Chances are they'll love to tell you more. Then, ask if they are open to connecting with someone you know who can help them.

3-SIMPLE STEPS TO GIVE GREAT REFERRALS

QUALIFY

1 Ask if your contact would be open to receiving a call from one of your BNI Members. If yes, then...

RECORD

2 Open the BNI app, complete the relevant contact details and check the box "Told Them you Would Call."

REPORT

3 At the next Chapter Meeting, tell the group about the referral(s) you've passed.

When you give great referrals, you are ensuring that both parties appreciate you and want to reciprocate by giving referrals to you. With time, this has the effect of doubling the number of referrals you get for each referral you give. That's what Giver's Gain® is all about. Plus, the customers you get from referrals generally spend more time with you, have a stronger sense of loyalty and remain your customer for longer.

FOR FURTHER STUDY:

VIDEO

Members Success Program - Referrals
(Includes additional methods of generating referrals, the difference between a lead and referral and how you can generate more qualified referrals.)

PODCAST

Episode 596 :
I Want Referrals, and I Want Them Now!
Episode 588 :
Want Referrals? Don't Bore Me To Tears
Episode 562 :
How to Get Referrals

BOOK

Networking Like a Pro
by Ivan Misner, Ph.D.