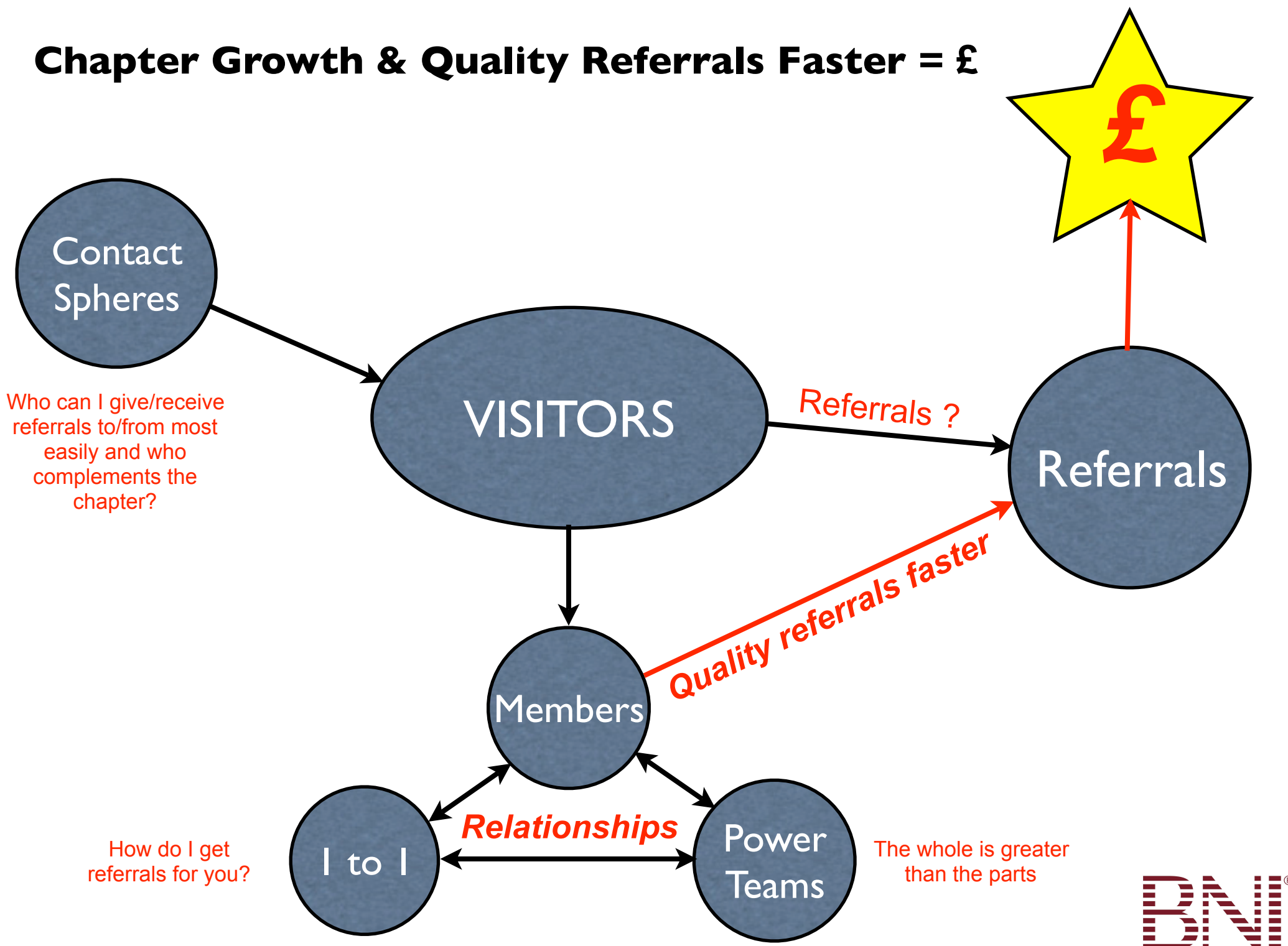


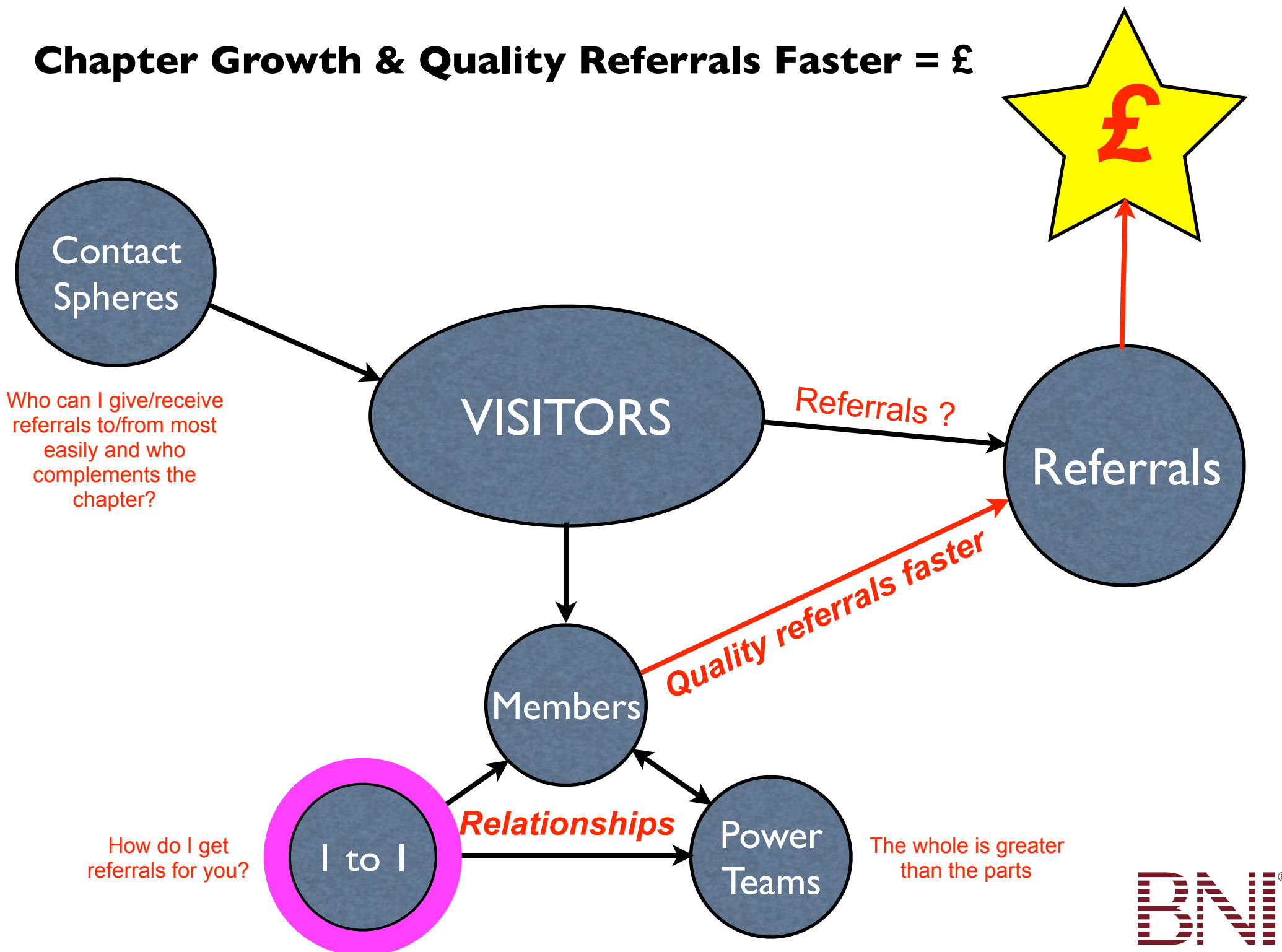
BRAND

®

Chapter Growth & Quality Referrals Faster = £



Chapter Growth & Quality Referrals Faster = £





POWER DANCE CARD

Name: _____ dancing with _____ on ____/____/____

TIPS: Be **respectful of each other's time**, be a **good listener**, always be **positive** and **give encouragement**, stay **focused** on what you are discussing and most of all, once you have learned this information, be sure to go out and **WORK** at finding your partner a **quality referral**.

1. The following describes the products & services you offer. **[Be VERY specific]**
 - i. _____
 - ii. _____
2. How are you **different** from your competitors? [eg: My product comes with a **5 years** money back guarantee etc]
 - i. _____
 - ii. _____
3. Name businesses / people within your **Target Market**. [eg: Lawyer - House Buyers, Bank Officers etc]
 - i. _____
 - ii. _____
 - iii. _____
 - iv. _____
4. Which **Contact Sphere** professions are still **not** in your chapter? [Non-conflicting industry serving the **same target market**]
 - i. _____
 - ii. _____
 - iii. _____
 - iv. _____
5. What would be good **"Conversation Starters"** so that I can listen out for **lead phrases**? [eg: Cleaner - How long does it take you to clean your entire house?, Lawyer - Do you know what your rights as an employer are? etc]
 - i. _____
 - ii. _____
6. What **"Phrases Do I Listen For"** to find you a referral? [eg: Accountant - I don't have time to do my taxes, Web Developer - I'm looking to market my business internationally, Printer - I'm getting married etc]
 - i. _____
 - ii. _____
7. How can I **"Qualify"** a referral for you to see if they are serious? [eg: Can I tell ____ that **you are serious** in getting a maid?, Can I inform ____ that you will be visiting his outlet **tomorrow at 10 AM?** The more specific the better]
 - i. _____
 - ii. _____
8. What is **NOT** a good referral for you? [eg: Distributors - single item orders, Contractor - soft furnishing etc]
 - i. _____
 - ii. _____
 - iii. _____
 - iv. _____
9. What are the most **common misconceptions** of your business & what should I say? [eg: Feng Shui consultations are expensive, There are hidden cost behind every bridal package etc]
 - i. _____ - _____
 - ii. _____ - _____
10. Are you happy with **your infomercial**? [Yes / No] My **opinion** is that.... [Provide **constructive** feedback]
11. On the scale of 1-10, how would you **rate me as a fellow member**? [1 being pathetic, 10 being outstanding] [Be **COMPLETELY OPEN** to feedback - it's the hallmark of members who have a high level of awareness and maturity]
12. What would I have **needed to do differently** to make it a 10?
 - i. _____
 - ii. _____



POWER DANCE CARD

Name: _____ dancing with _____ on ____/____/____

TIPS: Be **respectful of each other's time**, be a **good listener**, always be **positive** and **give encouragement**, stay **focused** on what you are discussing and most of all, once you have learned this information, be sure to go out and **WORK** at finding your partner a **quality referral**.

What do you do and why are you different or better than your competitors?

1. The first question that the subjects & you should ask is: **VE**
 - i. _____
2. How are you different from your competitors? [List the product services with 5 years experience or more]
 - i. _____
 - ii. _____
3. Name businesses / people within your **Target Market**. [eg: Lawyer - House Buyers, Bank Officers etc]
 - i. _____
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 - iii. _____
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Name: _____ dancing with _____ on ____/____/____

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1. **What do you do and why are you different**

2. **or better than your competitors?**

3. Name businesses / people within your **Target Market**. [eg: Lawyer - House Buyers, Bank Officers etc]

4. **What are your target markets and who can you work with within BNI?**

5. What would be good **"Conversation Starters"** so that I can listen out for **lead phrases**? [eg: Cleaner - How long does it take you to clean your entire house?, Lawyer - Do you know what your rights as an employer are? etc]

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POWER DANCE CARD

Name: _____ dancing with _____ on ____/____/____

TIPS: Be respectful of each other's time, be a good listener, always be positive and give encouragement, stay focused on what you are discussing and most of all, once you have learned this information, be sure to go out and WORK at finding your partner a quality referral.

1. The first question is: What do you do and why are you different or better than your competitors?

2. How are you different from your competitors? [List 3-5 product services with 5 years experience or more]

3. Name businesses / people within your Target Market. [eg: Lawyer - House Buyers, Bank Officers etc]

4. Which Contact Sphere professions are NOT in your chapter? [Non-conflicting industry serving the same target market]

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10. Are you happy with your infomercial? [Yes / No] My opinion is that... [Provide constructive feedback]

11. On the scale of 1-10, how would you rate me as a fellow member? [1 being pathetic, 10 being outstanding] [Be COMPLETELY OPEN to feedback - it's the hallmark of members who have a high level of awareness and maturity]

12. What would I have needed to do differently to make it a 10?

Name: _____ dancing with _____ on ____/____/____

TIPS: Be **respectful of each other's time**, be a **good listener**, always be **positive** and **give encouragement**, stay **focused** on what you are discussing and most of all, once you have learned this information, be sure to go out and **WORK** at finding your partner a **quality referral**.

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What are your target markets and who can you work with within BNI?

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How do I find you referrals and qualify them as good quality?

6. What **"Phrases Do I Listen For"** to find you a referral? [eg: Accountant - I don't have time to do my taxes, Web Developer - I'm looking to market my business internationally, Printer - I'm getting married etc]

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What is not a good referral for you and what are the common misconceptions about your profession?

8. What is **NOT** a good referral for you? [eg: Distributors - single item orders, Contractor - soft furnishing etc]

What is not a good referral for you and what are the common misconceptions about your profession?

9. What are the most **common misconceptions** of your business & what should I say? [eg: Feng Shui consultations are expensive, even when they are not, I don't have time to do my taxes]

What is not a good referral for you and what are the common misconceptions about your profession?

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i. _____
ii. _____

Name: _____ dancing with _____ on ____/____/____

TIPS: Be **respectful of each other's time**, be a **good listener**, always be **positive** and **give encouragement**, stay **focused** on what you are discussing and most of all, once you have learned this information, be sure to go out and **WORK** at finding your partner a **quality referral**.

1. **What do you do and why are you different or better than your competitors?**
 i. _____
 ii. _____

2. How are you different from your competitors? [eg: My product costs 10% less than my competitors]
 i. _____
 ii. _____

3. Name businesses / people within your **Target Market**. [eg: Lawyer - House Buyers, Bank Officers etc]
 i. _____
 ii. _____
 iii. _____
 iv. _____

4. Which **Contact Sphere** professions are **not** in your chapter? [Non-conflicting industry serving the same target market]
 i. _____
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What are your target markets and who can you work with within BNI?

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 i. _____
 ii. _____

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 12. What **new idea** did I find _____
 i. _____
 ii. _____

How can I improve my sales education and BNI participation?

60 Second Commercials: Your LCDs

Break your business/profession down to its critical parts (specific products or services, selected "target markets," particular benefits, etc...). Include the support material (brochures, letters, references, samples, pictures, etc...) that will support each LCD.

LCD

SUPPORT MATERIAL

1.

2.

3.

LCD

SUPPORT MATERIAL

LCD

1. ***Products***

Pancakes:

Savoury

Sweet

SUPPORT MATERIAL

List of flavours/ingredients

Which pancakes sell at which events

LCD

1. **Products**

Pancakes:

Savoury
Sweet

SUPPORT MATERIAL

List of flavours/ingredients
Which pancakes sell at which events

2. **Target Markets**

Parties

Corporate

- customer event
- employee reward days
- anniversaries

Private

- weddings
- birthdays
- anniversaries

Fetes / markets

Sporting events

Examples / Stories

LCD

SUPPORT MATERIAL

1. **Products**

Pancakes:

Savoury
Sweet

List of flavours/ingredients
Which pancakes sell at which events

2. **Target Markets**

Parties

Corporate

- customer event
- employee reward days
- anniversaries

Private

- weddings
- birthdays
- anniversaries

Examples / Stories

Fetes / markets

Sporting events

3. **Benefits**

a). Health topics

Fat content
Preservatives

Pancakes <1% fat
Omelette >10% fat
No preservatives

b). Easy set up

Hassle-free
Stand alone unit or one of a group
Self contained unit
Tailored to customer requirement

Customised pancake names
No utility attachments

c). Easy Booking

Via telephone
Via website

Telephone contact numbers
"Book Now" button

Sales Manager Minute - Series

Items	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Section 1 My Services are:	LCD 1,2,3	LCD 2,3,4	LCD 3,4,5	LCD 4,5,6	LCD 5,6,1	LCD 6,1,2
Section 2 This week, I will focus on:	LCD 1	LCD 2	LCD 3	LCD 4	LCD 5	LCD 6
Section 3 Story to reinforce:	LCD 1	LCD 2	LCD 3	LCD 4	LCD 5	LCD 6
Section 4 Call for Action	LCD 1	LCD 2	LCD 3	LCD 4	LCD 5	LCD 6
Section 5 Memory Hook & Props	LCD 1	LCD 2	LCD 3	LCD 4	LCD 5	LCD 6



POWER DANCE CARD

Name: _____ dancing with _____ on ____/____/____

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i. _____ iii. _____
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4. Which **Contact Sphere** professions are still **not** in your chapter? [Non-conflicting industry serving the **same target market**]
i. _____ iii. _____
ii. _____ iv. _____

5. What would be some **"Conversation Starters"** so that I can listen out for **lead phrases** such as:
i. _____
ii. _____

6. What **Phrases Do I Listen For** to _____
i. _____
ii. _____

7. How do I **"Qualify"** a referral for you to see if they are serious? [eg: Can I tell _____ that you _____ a member? Can I inform _____ that you will be visiting his outlet **tomorrow at 10 AM**? The more specific the better]
i. _____
ii. _____

8. What is **NOT** a good referral for you? [eg: Distributors - single item orders, Contractor - soft furnishing etc]
i. _____ iii. _____
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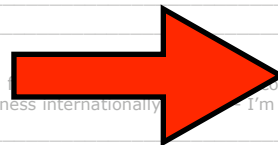
9. What are the **most common objections** to our business? [eg: _____ consultations are expensive. There is no incentive to be sold every _____ package.]
i. _____
ii. _____

10. Are you happy with **your infomercial**? [Yes / No] My **opinion** is that.... [Provide **constructive** feedback]

11. On the scale of 1-10, how would you **rate me as a fellow member**? [1 being pathetic, 10 being outstanding] [Be **COMPLETELY OPEN** to feedback - it's the hallmark of members who have a high level of awareness and maturity]

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i. _____
ii. _____

**Time spent
on 1 to 1
'Dancing'**



**Quality
Referrals
Faster**

It's time to netWORK !

BRAND

®