

BNI FEATURE PRESENTATION SIX WEEK PREPARATION TIMELINE *This may be a one-shot deal!*



Six. Call for topics and questions

Five: Announce topic and preview of feature presentation

Four: Encourage members to invite specific top five profession visitors

Three: Invite your family, friends and clients

Two: Follow-up with invited guests and remind members. Register in BNI Connect

Week of: Rehearse, rehearse, relax!

INVITATION BEST PRACTICES

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|---|--|--|
| ✓ Give it a name. | ✓ Send written invitations to people on your list. | ✓ Make follow-up phone calls 7-10 days before the event. |
| ✓ Send save-the-date emails to 40 people. | ✓ Post information on all social media accounts several times. | ✓ Make a confirmation phone call the day before the event. |
| ✓ Create a Facebook event. | | |
| ✓ Register visitors on BNI Connect®. | | |



BNI FEATURE PRESENTATION OUTLINE

1. **Welcome and Introduction – “me and my passion”** (one to two minutes)
 - Your Story
 - Your Company
 - Unique characteristics and benefits
 - Connect with your audience
2. **Main Body – “love stories”** (four to six minutes)
 - Tell a story about a client you helped
 - ID doors you want to open and/or people/companies to work
 - Three types of referrals and why
 - Things to look, listen, touch, taste or sniff
 - What to say
3. **Conclusion – “call to action”** (four to six minutes)
 - Specific call to action
 - Follow-up:
 - post meeting networking/questions
 - email
 - 1-2-1s

HINTS AND TIPS

Thorough preparation over six weeks

Catchy title for BNI Connect speaker rotation

Rehearsal, timing and feedback

Be specific

You are selling yourself not your product or service

Don't teach how to do you what you do

Sell through your chapter, NOT to your chapter

Avoid reliance on technology, especially video

Door Prize

BNI University – Complete MSP Module 10

T +1 (916) 489-9302

E info@bniccr.com

815 El Chorro Way
Sacramento, CA 95864



DO



- ✓ Share about your personal life if it increases your credibility
- ✓ Talk about your business and how your network can find you referrals
- ✓ Talk about who you want to meet - be specific
- ✓ Share some of your achievements in your business (ex. GAINS Exchange)
- ✓ Teach them what to listen and look for when meeting prospective clients
- ✓ Teach them how to introduce you, your products or services into a conversation
- ✓ Stick to the time you are given

DON'T



- ✗ Talk about how you got into the business (unless you have a compelling reason as to why you got into your business)
- ✗ Wing it. Always practice and be prepared
- ✗ Teach members 'how to do your job'
- ✗ Assume they have to understand your business to be able to refer you
- ✗ Give out fliers and brochures
- ✗ Rely on PowerPoints and technology



Set Yourself Up for Success

- 01 Write down what you want to say
- 02 Practice and rehearse your presentation (time yourself)
- 03 Get feedback from someone else
- 04 Set up any materials in advance
- 05 Keep any handouts SIMPLE

