

**Build Your Business with Referrals**  
**from other Business People**  
**Monday, November 12, 2007**

**Mannafest**

**Incentive Dash for Cash where are you?**

**Pathway to Presidential**

“Givers Gain.”

Ivan Misner, founder of Business Networking International (“BNI”; see [www.bni.com](http://www.bni.com))

1. What is Business Networking?
  - a) Premise: In order to build a business on referrals you need everyone you work with to understand that the relationship you have with people **IS MORE IMPORTANT** than any profits on your products or services you have to offer.  
Same as referrals from customers...
  - b) Get into a group of others who also need referrals
    - 1) Business people need leads and there are thousands of businesses that fall in that category. You have leads to share.
    - 2) Earliest example in our society might be what we know of the Rotary Club in the early 1900’s  
Where did their name come from? Rotating their meeting location from one member’s place of business to another’s  
Later they changed their focus from networking to serving the community
    - 3) What caused the proliferation of these networking groups?  
Incredible downsizing of corporate America, expansion of small businesses as we see the benefits of large corporations diminish.
  - c) Some basic principles from two of Ivan Misner’s books  
**“Truth or Delusion”** you can network in any event; you just must respect the event. Don’t sell...just build relationships and help others in what ever way they need.  
**“Business by Referral”** the VCP process: first you must be **visible**, then you must build your **credibility**, and then you will create referrals and gain **profitability**.

2. What is it like to be in a BNI group?

Let's hear from some Mannatechers who have been involved with BNI (1/3<sup>rd</sup> from corporate America, 1/3<sup>rd</sup> entrepreneurs, and 1/3<sup>rd</sup> from traditional professionals (CPA's, attys, local banker, etc.))

Every single chapter has network marketers in it.

Interview Anne, Jack, others

Issue: This is not a forum to sell your business opportunity...it is a forum to promote your product. The business opportunity must be presented on a one on one basis.

3. What other alternatives would we have?

a) Other similar organizations exist some that do not have the same kind of cost (google and search "business networking groups")

b) "Swap Meet" group

Form your own. Collect local vendors in your area...in sales: vacuum cleaners, extended care providers, life insurance, etc. and meet once per week to share leads. Everyone brings in 5 each breakfast and shares with others.

c) Church group, Mops group, girl scout moms, boy scout dads, etc. find your voice among the organizations that you are associated with.