

## About BNI

### Business Network International

BNI (Business Network International) is the most successful business networking organisation of its type. The philosophy of BNI is 'Givers' Gain', which means if I give you business you are more likely to want to give me business in return.

Using a structured approach to business networking, resulting in tangible business for its members, BNI meetings take place every week starting at 6.45 a.m. and ending at 8.30 a.m. prompt.

This means you can conduct your business networking without disturbing your working day, and most weeks you will leave the meeting with a qualified introduction to a new potential customer to start the day.

Business Network International are active in Christchurch Dorset.

The Priory Chapter in Christchurch meets every week at the Captain's Club in Christchurch and in the last year more than 1000 referrals have been passed between members.

It is a proven fact that referral business has a far higher conversion rate than cold calling or responses from leaflets and advertising, because you, your company, your products and services have been personally recommended to a potential customer.

### Key Benefits of BNI (Business Network International)

- Extend your sales team by up to 40 people, who will all look for business on your behalf

- Lock out your competition – BNI only allows one member per profession, which means you are never competing for business. Once you secure your place at the table your competitors are blocked from accessing the significant financial benefits that BNI membership provides.

- Qualified opportunities – there are no 'cold' introductions at BNI. If a fellow member sees an

opportunity for your company they will personally recommend you and ensure the prospective client is expecting your call

- Higher conversions rates &ndash; referral business is proven to achieve far higher success than other forms of sales and marketing, which means a referral from BNI has a much greater chance of turning into business

- Raise your profile &ndash; through BNI, and word of mouth marketing, you become well-known in your business community which can lead to you being seen as &lsquo;the specialist&rsquo; in that field in your area

- Training and development &ndash; joining BNI gives you access to some of the best training available, from networking skills to presentation techniques

- Motivation &ndash; sharing breakfast each week with people that are energetic, passionate and determined to grow their businesses, and help you grow yours, offers a great start to the day

Will Joining BNI Help Me?

Watch video

Listen to audio presentation - Your Orientation to BNI

Bni Podcast - weekly audio discussion from Dr Ivan Misner, BNI Founder (opens in new window)

Chirstchurch Chapter Members Testimonials

"A substantial amount of my business comes by word of mouth. BNI membership dramatically increases the amount of times that my services are being recommended to potential clients".

Garry Sibbald

Spear Solutions Bournemouth

&ldquo;I&rsquo;ve been a member of BNI for more than 5 years, and during that time my business has generated in

excess of £60,000 per annum from the contacts I have made and the referrals passed to me&rdquo;

Jonathan Mosley,

Managing Director,

Espere Marketing Services Ltd, Bransgore.

&ldquo;Since joining BNI in November 2007 I have increased my airport transfer and corporate chauffeuring bookings by 20%, all through referrals and recommendations from my fellow BNI members&rdquo;

Andy Parsons,

Off2 Executive Travel,

Bournemouth.

Further information

Further information is available from the BNI Europe website