

Top 5 Things Not to Do in BNI

Avoiding Mistakes to Build Trust & Referrals



1. Don't Sell Directly to the Room

- BNI isn't about direct sales to members.
- Focus on building connections, not pushing sales.
- Encourage members to refer you to their networks.

2. Don't Give Product Lessons

- Avoid detailed explanations of your products.
- Members may not understand the technicalities.
- Use stories to show how they can recognize a good referral.



3. Don't Be Absent

- “Out of sight, out of mind.”
- Consistency in attendance builds relationships and trust.
- Keep your presence strong in members' minds.



4. Don't Come with a **“Taker”** Mindset

- BNI is about “Givers Gain.”
- Focus on giving referrals, inviting visitors, sharing testimonials.
- Foster a supportive, collaborative environment.



5. Don't Talk Only About Yourself

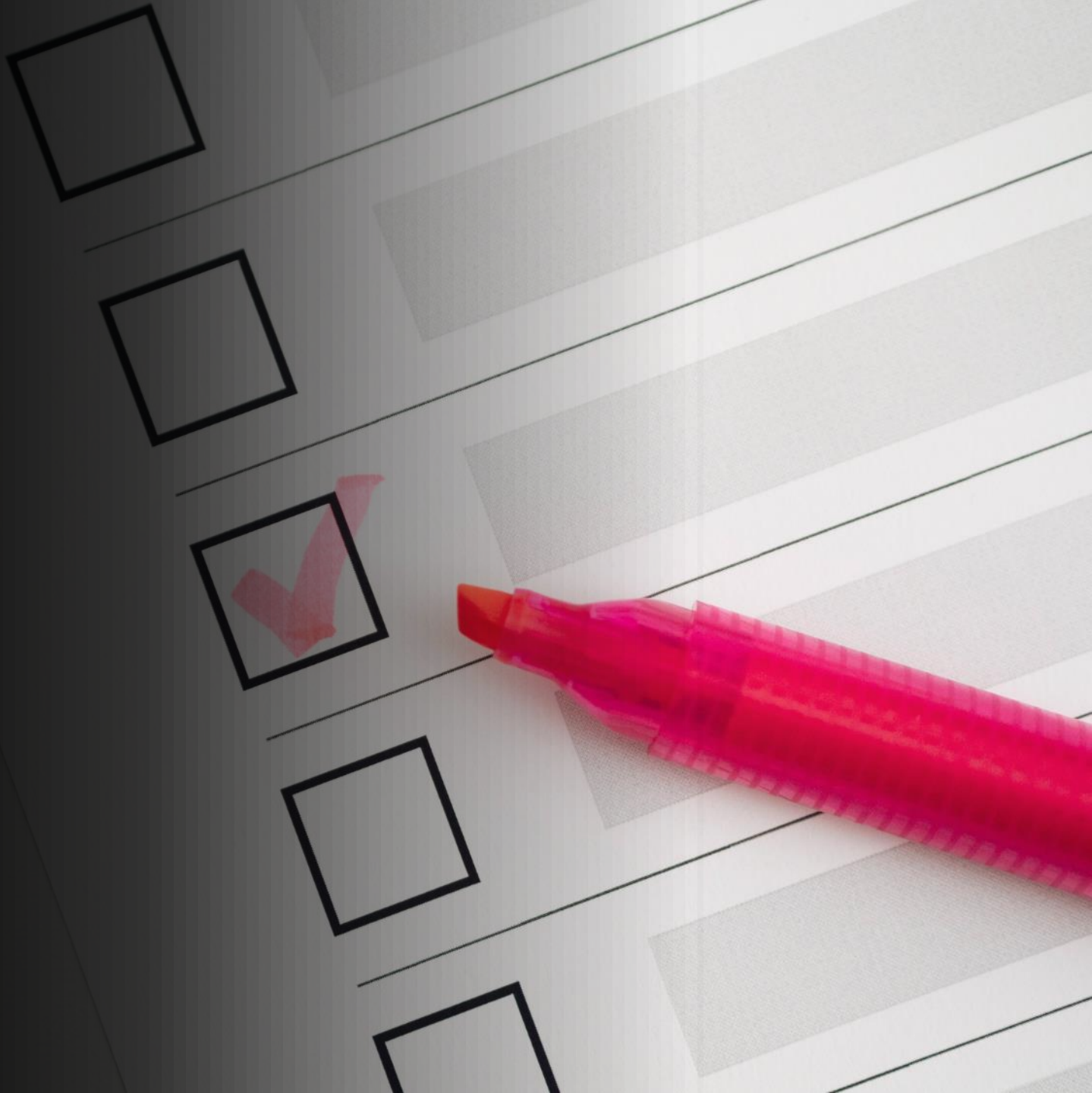
- Avoid self-centered presentations.
- Share your business in a way that shows value to potential clients.
- Help members feel confident referring you to others.





Quick Recap

- Don't Sell Directly to the Room
- Don't Give Product Lessons
- Don't Be Absent
- Don't Come with a "Taker" Mindset
- Don't Talk Only About Yourself



**Helping others grow is the
best way to grow yourself.**

Happy Networking!