

5 Steps to Generate More Referrals in BNI

The Referral Roadmap

Step 1 – Do They Like You?

- People refer those they like and enjoy interacting with.
- Authenticity is key—don't try to please everyone.
- Focus on attracting your “tribe” of like-minded individuals.
- Tip: Be yourself to build stronger, more natural relationships.





Step 2: Do They Trust You?

- Trust is the foundation for quality referrals.
- Be reliable:
 - Attend meetings on time.
 - Follow up on referrals promptly.
 - Deliver quality service consistently.
- Remember: “How you do one thing is how you do everything.”

Step 3 – Do They Understand What You Do?

- Clarify your unique services and value proposition.
- Use simple, benefit-driven language.
- Avoid jargon—focus on how your work impacts clients.



Step 4 – Do They Know Who You’re Looking For?

- Vague requests won’t yield results.
- Define your target client clearly:
 - Industry
 - Role or title
 - Demographics (if applicable)
- The more specific you are, the easier it is for others to help.



Step 5 – Do They Know How to Introduce You?

- Provide a simple script or key points for introductions.
- Highlight why the referral would benefit the person being introduced.
- Make it easy for your chapter members to connect you with others.



Quick Recap

- Do they like you?
- Do they trust you?
- Do they understand what you do?
- Do they know who you're looking for?
- Do they know how to introduce you?



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

Happy Networking!