



# **TURNING BNI INTO YOUR BEST SALES FUNNEL**

HOW TO GET MORE BUSINESS  
FROM THE NETWORK

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# WHAT IS A SALES FUNNEL?


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- • A journey from awareness to customer loyalty.
  - • BNI gives access to prospects, influencers, referrers.
  - • You can move people through the funnel intentionally.

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# BNI VS. OTHER MARKETING CHANNELS

- Ads are expensive.
- Cold outreach takes time.
- Social media is slow to gain traction.
- BNI gives you warm, trusted relationships.



A close-up photograph of four hands of different skin tones (light, medium, dark, and light) clasped together in a supportive grip. The hands are positioned in a way that suggests unity and mutual support. The background is a plain, light color.

## **FUNNEL STAGE 1 – BUILD TRUST (TOP OF FUNNEL)**

- Show up consistently.
- Be visible and helpful.
- Engage in 1-2-1s and chapter activities.

## FUNNEL STAGE 2 – EDUCATE (MIDDLE OF FUNNEL)

- Use weekly presentations to inform.
- Share ideal clients, problems you solve.
- Tell stories that make your value clear.



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## **FUNNEL STAGE 3 – ASK STRATEGICALLY (BOTTOM OF FUNNEL)**

- Be specific in your asks.
- Name companies, industries, or situations.
- Equip members with referral language.



# THINK BEYOND JUST REFERRALS

- Fellow members can be clients, partners, advocates.
- Treat them like collaborators, not just referral sources.



# MAKE REFERRALS EASY



PROVIDE TALKING  
POINTS.



SHARE A READY-TO-  
SEND INTRO MESSAGE.



CREATE A 'HOW TO  
REFER ME' GUIDE.



# **TRACK, FOLLOW UP, AND THANK**

- Acknowledge every referral.
- Follow up promptly and professionally.
- Thank the referrer, regardless of the outcome.

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# FINAL THOUGHT

- BNI is a ready-made sales ecosystem.
- Use it with intention and structure.
- Show up, educate, ask smartly, follow through.