

# **Networking** **Effectively**

How to make the most of your BNI membership

# Focus on Building Relationships

- Its not just about selling yourself or your business
- Its about building relationships
- Learn more about their needs and goals
- Help them succeed
- Build trust





## **Listen** **Actively**

- Actively listen to others when networking.
- Ask questions and show a genuine interest
- Build stronger connections
- Establish trust with your fellow members

# Be Clear & Concise

- Be clear and concise when you're introducing your business.
- Members need to know what you do / target clients
- Finetune your 30 second pitch
- Get feedback from other members
- Always have a specific ask



# Fortune is in the **Follow-up**

- Follow up after initial meetings
- Send them an email or a LinkedIn message
- See if there's any way you can help
- Show that you're committed to building a long-term relationship





# Set **Goals**

- Determine business / revenue goals/ leads
- Connect with a certain number of new people each month
- BNI members, referrals or international BNI members

# **BNI** Networking Events

- Regular networking events held
- LTRT/DCRT - BNI Sri Lanka leaders meetup
- Trainings - meet members from other chapters
- Local BNI cross chapter conclaves
- International cross-country conclaves





# Givers **Gain**

- Bring value to your fellow members
- Share **referrals**
- Ensure that follow ups are made
- Give testimonials
- Share useful information
- Bring visitors to the chapter

# Be Consistent

- Be consistent and persistent!
- Attend BNI meetings regularly
- Participate in other networking events
- Build & strengthen relationships over time.
- Networking is a long-term strategy
- The more you invest in it, the more you'll get out of it.





**Thank You**

Happy Networking!

