

The Link Between Quality and BNI

Building Trust, Credibility, and Results

Quality in BNI is about

- Strengthening relationships
- Delivering meaningful referrals
- Building lasting credibility



What does quality mean in BNI?

- Consistency in how we show up for meetings and 1-to-1s.
- Depth in understanding other members' businesses.
- Integrity in how we deliver and follow through on referrals.
- **Quality is not just what we do, but how we do it.**



1 - Quality in Referrals

- **Be specific:** Understand the exact need.
- **Be timely:** Act quickly to maintain momentum.
- **Be relevant:** Match the right opportunities with the right members.
- **A great referral is more than just a lead; it's a connection that brings real value.**



2 - Building Credibility

- **Delivering on promises:** Meeting or exceeding expectations.
- **Positive testimonials:** Stories that highlight impact.
- **Consistent effort:** Showing up prepared and engaged.
- **Credibility grows when quality becomes our habit.**



3 - Strengthening Relationships

- **Invest time in 1-to-1s** to deeply understand each other's businesses.
- **Offer referrals** that align perfectly with each member's goals.
- **Practice gratitude:** Acknowledge the effort others put into helping you.
- **Strong relationships lead to sustainable growth.**



How can we commit to quality in our BNI practices?

- **Prepare:** Enter meetings with clear asks and offers.
- **Follow up:** Respond to referrals promptly and professionally.
- **Uplift:** Share detailed testimonials that highlight value.
- **Let's make quality our collective priority.**



In BNI, quality isn't just a nice-to-have—it's essential.

When we prioritize quality:

- We enhance our reputation.
- We build stronger relationships.
- We achieve better results.
- **Let's raise the bar together and create a chapter that thrives on excellence.**





Thank You

Happy Networking!