

BNI

Mentor Coaching

Topic Matter Outline

- 1) Givers Gain Philosophy
 - a) It's about farming, not hunting.
 - b) We give to the business relationship in order to receive.
 - c) Statistically we can show that the members that give the most referrals in a chapter make the most money....NOT those who receive the most.

- 2) Member Success Program (MSP)
 - a) Required to attend within the first 60 days of membership.
 - b) Look on our Web site (www.bniri.com) to see next date.

- 3) Open Networking 7:00 to 7:15a.m. (or first fifteen minutes of each meeting)
 - a) Use this time to build relationships.
 - b) Each week pick a different member to spend this time with and ask questions about their business, clients, success stories, etc.

- 4) Sales Manager Minute
 - a) This is the most important part of the meeting.
 - b) Plan out your SMM to achieve a specific result.
 - c) MSP will go into much more depth about the SMM.
 - d) General Guidelines:
 - i) State the problem a person or company may have that you can solve.
 - ii) Tell how you can solve the problem.
 - iii) Give a success story.
 - iv) Name a specific company or type of individual you are looking for.
 - v) Name the position of the person in the company you are looking for.
 - vi) Use a memory hook.

- 5) 10-Minute Presentation
 - a) You cannot give your presentation until you attend an MSP.
 - b) This is the week the whole chapter gets to focus on you.
 - c) Invite guests to come and hear your presentation who are directly related to your Power Team **or** you know are good at what they do **or** are good prospects or clients of yours.

6) Referrals/Testimonials

- a) Definition of a Referral: I have already spoken with the person I am referring to you and they said they were interested in speaking with you about your product or service.
- b) Testimonial: When giving one to someone in the group, only give one at any one meeting, not two or three. Let the person you are praising enjoy the spotlight. Prepare something positive to say about that person that is business-related.

7) One-to-One Dance Cards

- a) These are the most effective way to build your trust and confidence in your fellow members.
- b) In the first 90 days of membership, this should be your main focus.
- c) Do as many Dance Cards as possible.
- d) During a Dance Card, find out about the person's business offerings, uniqueness, competitive advantage, ideal client, referral sources, etc.

8) Attendance/Substitutes

- a) Absences: Three absences allowed in a specific 6-month period (April 1-September 30, or October 1-March 31). After your fourth absence, your category may be opened in the chapter.
- b) Attendance policy – refer to the Member Policies guide.
- c) Find a substitute (ask members of your chapter how to do this) if you cannot attend your meeting.

9) Mini Power Team Day

- a) One of the ways you can give to the chapter in your first 90 days of membership is by inviting people from your professional network.
- b) A formal Mini Power Team Day will be set up for you. We will arrange with the Leadership Team their MPT day. We will give you 20 postcards to send out to the members of your power team that are missing and to the Top 10 professions we are looking for in the chapter.

TOP TEN BENEFITS OF BEING A MENTOR

1. You can instill positive values in tomorrow's leaders.
2. You can help a Mentee develop leadership skills.
3. You can open a Mentee's mind to the possibilities that exist in BNI.
4. You can help increase a Mentee's confidence in his or her ability to be an active member in the chapter.
5. You can help guide a Mentee through the steps of becoming a successful BNI member.
6. You can help a Mentee develop a greater sense of Givers Gain by witnessing your actions and willingness to help him or her be successful.
7. You can help a Mentee become comfortable in the chapter by modeling positive enthusiasm.
8. You can strengthen your own relationship with another great BNI member.
9. You can learn things to implement in your chapter by listening to your Mentee.
10. You can increase the amount of impact you can personally have on your BNI chapter as a whole by your influence with your Mentee.

Some Characteristics of a Successful Mentor

Commitment:	Willing to make time to meet regularly
Availability:	Willing to be available via phone, e-mail or live chat
Resource:	Understanding the BNI corporate culture and being able to direct your Mentee to support materials
Coach:	Being able to use techniques and skills that will guide the Mentee in the process of discovering answers for himself or herself
Guide:	Willing to listen. Being able to ask the kinds of questions that will help a Mentee work through a problem on his or her own by looking at options and alternatives
Role Model:	Willing to assess strengths and weaknesses and share your observations with the Mentee