



Mentoring Packet

March 2008

Mentee Name: _____

Mentor Name: _____

Phone: _____

Cell Phone: _____

Company Name: _____

Fax: _____

E-Mail Address: _____

Other info: _____

Chapter Team Trainings sponsored by

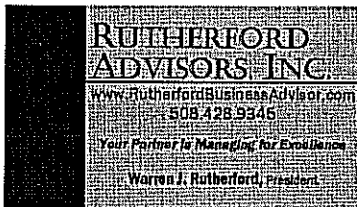


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TOP TEN BENEFITS OF HAVING A MENTOR

1. You will gain great pleasure from being a member of the chapter and a greater sense of mission.
2. You will develop a clear plan for growth.
3. You will gain greater knowledge regarding the different aspects of your membership.
4. You will gain greater knowledge of the organizational aspects of BNI as an organization and within your chapter.
5. You will achieve high visibility.
6. You will attain high productivity.
7. You will achieve high performance skills.
8. You are likely to reach higher levels in the chapter in a shorter amount of time.
9. Your monthly revenues will be higher.
10. You will gain greater membership satisfaction

Some Characteristics of a Successful Mentee

Commitment:	Willing to make time to meet regularly
Initiative:	Willing to take the initiative to contact Mentor via phone, e-mail or live chat
Resourcefulness:	Willing to understand the BNI corporate culture and being able to utilize BNI support materials
Accepting:	Willing to listen and use constructive feedback for improvement
Goal Setter:	Able to formulate goals and identify specific areas for growth
Self-Awareness:	Willing to assess strengths and weaknesses and share those with Mentor

PROPOSED MENTEE/MENTOR ACTION PLAN

The term "Meeting" refers to interactions between the Mentor and the Mentee that will take place outside of the regularly scheduled weekly BNI chapter meeting.

This proposed Action Plan is based on the dates a new member attends an MSP and the S/T schedules the new member for a 10-minute presentation.

Induction date: _____

First meeting between Mentor and Mentee:

1. Mentor Coordinator introduces Mentor to Mentee.
2. Mentor gives Mentee a brief overview of Mentor program.
3. Mentor discusses Open Networking and outlines expectations between Mentor and Mentee (how to meet: face-to-face; via telephone, or e-mail).
4. Meetings must take place every week for the next six weeks.
5. Mentee schedules a Dance Card (using the Dance Card question sheet) before next chapter meeting.
6. Set a date for next meeting: _____

Second Meeting:

1. Review importance of Dance Cards.
2. Prepare your Launching Pad.
3. Register for a Member Success Program on _____
4. Schedule your Personal Guest Day for either six weeks after your induction date or after attending an MSP, whichever occurs later. That date will be _____.
5. Set a date for next meeting: _____

(*Third BNI chapter meeting)

Present your Launching Pad (2 minutes) at next chapter meeting

The president will announce your Personal Guest Day to the chapter

Third Meeting:

1. Review importance of the Sales Manager Minute (2 chances to educate your sales force).
2. Explain LCDs.
3. Prepare a Sales Manager Minute.
4. Schedule a Dance Card with a Power Team member of your Contact Sphere.
5. Set a date for next meeting: _____

Fourth Meeting:

1. Review Referrals and Testimonials.
2. Discuss Contact Spheres and Power Teams.
3. Identify which positions are open in the Mentee's Contact Sphere.
4. Complete BNI Personal Guest Day Power Team prospect chart (to be shared at next BNI chapter meeting).
5. Discuss how to invite.
6. Schedule a Dance Card with a Power Team member of your Contact Sphere.
7. Set a date for next meeting: _____

*(*Fifth BNI chapter meeting)*

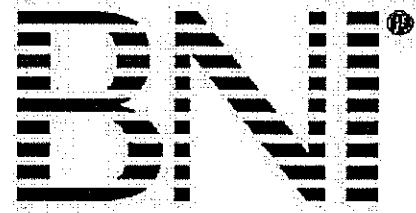
Mentee to share Personal Guest Day Power Team Prospect Chart with BNI chapter.

Fifth Meeting:

1. Review meeting etiquette.
2. Complete invitations for Personal Guest Day and prepare to mail.
3. Review the importance of how and why to follow up with invitations.
4. Assignment for sixth meeting: Review 10-Minute presentation procedure
5. **IMPORTANT** Mentee must have attended MSP training in order to give a 10-Minute presentation.
6. Schedule a Dance Card with a Power Team member of your Contact Sphere.
7. Set a date for next meeting: _____

Sixth Meeting:

1. Create an outline for your 10-Minute presentation.
2. Make sure **ALL guests** have received a follow-up call, and give a final head count to BNI chapter president.
3. Schedule a Dance Card with a Power Team member of your Contact Sphere and ask him or her to help with follow-up phone calls.

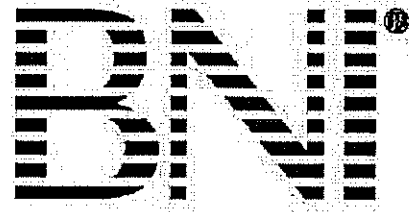


Section I

Open Networking

OPEN NETWORKING QUESTIONS

1. Tell me about your goals with your company.
2. What are your accomplishments with them?
3. What are your strengths within the company?
4. Describe three of your best clients.
5. Who are your power team professions not in the chapter yet?
6. Are you comfortable with your sales manager minute/memory hook? Yes or No. If No, would you like some help or ideas?
7. What phrases do I “listen for” to find you a referral?
8. How can I “qualify” a person for you, to know if they are serious or not?
9. What is NOT a good referral for you?
10. In what other ways can I help you?



Section II

One-to-One Dance Cards

ONE-TO-ONE DANCE CARD

WEEK	DATE	TIME	PARTNER
Week 1			Mentor -
Week 2			Power Team Coordinator -
Week 3			Power Team Member -
Week 4			Power Team Member -
Week 5			Power Team Member -
Week 6			Power Team Member -
Week 7			
Week 8			
Week 9			
Week 10			
Week 11			
Week 12			
Week 13			
Week 14			
Week 15			
Week 16			
Week 17			
Week 18			
Week 19			
Week 20			
Week 21			
Week 22			
Week 23			
Week 24			
Week 25			8

ONE-to-ONE DANCE CARD QUESTIONS

The BNI One-to-One Dance Card is the new member's door opener to getting to know individual members by meeting them outside a BNI meeting. By scheduling individual time with each member, the new member can get to know their businesses better and be in a better position to understand what an ideal referral for them would be. For your initial Dance Card, begin with the following questions:

History of the company and your background in the profession:

Goals next 12 months:

Goals 1 - 3 years:

Types of business and/or clients you are looking for (be specific):

How would I recognize someone who needs your business now?

What should I look for/listen for that will show a need for your business?

How would I recognize someone who needs your business in the next 3 - 6 months?

How could I start a conversation that could lead to a referral?

Tips: Be respectful of each other's time, be a good listener, always be positive and give encouragement, stay focused on what you are discussing, and most of all, once you have learned this information, be sure to go out and WORK at finding your partner a quality referral.

GAINS PROFILE

Use this form to record a member's goals, accomplishments, interests, networks, and skills.

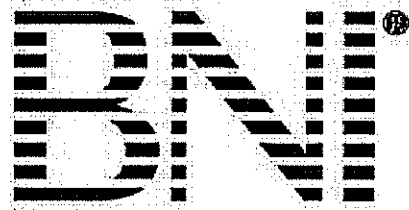
Goals: _____

Accomplishments: _____

Interests: _____

Networks: _____

Skills: _____



Section III

The Sales Manager Minute

MENTEE LAUNCHING PAD

Congratulations! Now that our BNI chapter has reviewed your application and approved you as a new member, please prepare a two minute introductory speech for the next meeting. This introduction is a way for the members to learn more about you and what you do, so that referrals start flowing quickly.

The speaking schedule for the 10-minute presentations is determined six weeks in advance, so your full presentation will be scheduled roughly six weeks after your attendance at a Member Success Program (MSP).

Please be prepared to present your “Launching Pad” speech at the next meeting at the beginning of the sales manager minutes. The presentation can be read from the sheet, if you like.

Launching Pad Questions

My 3 best customers are:

1. _____
2. _____
3. _____

Examples of referrals that work well for me are:

1. _____
2. _____
3. _____

My best contact sphere professions are:

1. _____
2. _____
3. _____

New doors I'd like to open are:

1. _____
2. _____
3. _____

SALES MANAGER MINUTE

The Sales Manager Minute (SMM) is your weekly opportunity to educate and train your fellow chapter members about your business, so that they can act as an extension of your sales force. The “anatomy” is one of several methods for the Sales Manager Minute.

The Sales Manager Minute will help you in three ways: (1) build better relationships by instilling trust and confidence with your fellow members; (2) educate your fellow members on how you do business; and (3) train your fellow members to recognize business for you.

Anatomy of a Sales Manager Minute

A good Sales Manager Minute consists of 5 sections. Each section is designed to allow you to share specific information about you and your business with the members of your chapter.

Section 1 : Introduction (10 seconds)

Your Name: _____

Company Name: _____

Briefly describe your business: _____

Section 2: Your LCD for the week (7 seconds): (This week I want to talk more about / tell you about) _____

Section 3 : Tell a story (25 seconds)

Share a specific, recent story that shows us what problems people face and how you help solve them: _____

Section 4 : Ask for the Business (10 seconds)

A good referral for me is (be very specific)/Who do you know: _____

Section 5 : Memory Hook (7 seconds)

My memory hook is _____

After you say your memory hook, conclude with your name and company.

BASIC INTRODUCTION WORKSHEET

Hello, my name is _____

I'm with _____

Did you know _____

Well, we help people/companies by _____

Remember (use memory hook) _____

Hello, my name is _____

I'm with _____

Did you know _____

Well, we help people/companies by _____

Remember (use memory hook) _____

Hello, my name is _____

I'm with _____

Did you know _____

Well, we help people/companies by _____


Remember (use memory hook) _____



Section IV

Referrals and Testimonials

REFERRALS



BNI
Business Network Int'l

REFERRAL SLIP

Date: _____

From: _____

To: _____

Referral: _____

Address: _____

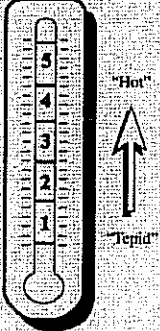
City, State, Zip: _____ Phone: _____

E-mail Address: _____

Given your card

Told them you would call

Comments: _____



How Hot Is It?
(CIRCLE ONE BOX)

White - To
Pink - Chapter
Yellow - From

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FORM No. 0307

From: Your name

To: The BNI member you are passing the referral to.

Referral: The name of the person who is expecting the call from the BNI member receiving the referral.

Make sure to include the phone number.

Hot Referral — Someone needs a phone system for a new office. A member of BNI gave him your business card and he is expecting your call.

Warm Referral — Someone is new to the area and needs a good chiropractor. A member of BNI gave her your business card and she will call you next week.

Tepid Referral — Someone is shopping for auto insurance and is interested in a quote from your company. A member of BNI gave him your business card and you should call him soon.

White: Goes to the receiver of the referral.

Pink: Goes to the VP of the chapter Yellow: For you to keep

The definition of a referral: The opportunity to do business with someone who is in the market to buy your product or service. It is not a guaranteed sale, but it is an opportunity to discuss your business with someone who is interested.

A good referral in BNI means that I have already spoken with the person to whom I am referring you, and they are interested in speaking with you about doing business. It does not mean that they are ready to buy, but they are willing to speak with you further about your products or services.

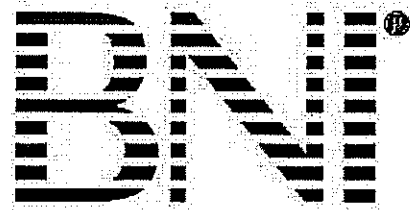
How to give a good referral:

1. Listen for a need from someone you have met. A good networker has two ears and one mouth and uses them proportionately.
2. Tell the individual you know someone who can provide that service.
3. If you have done business with the member, tell about your experience.
4. Give out the business card of the person that you are referring and ask for the individual's card.
5. Ask if it is okay to have the member call.
6. If the answer is yes, fill out a referral slip and give it to the chapter member at the next meeting.

TESTIMONIALS

How to give a good testimonial:

1. Don't just speak the testimonial. Put it in writing on your company letterhead. The person you are giving the testimonial for can then add it to their portfolio, hang it in their place of business, and show it to potential clients.
2. Give only one testimonial at a meeting. Giving too many testimonials at one meeting will dilute the sincerity of each testimonial.
3. Be specific with your testimonial.
4. Be excited to give the testimonial



Section V

The 10-Minute Presentation

10-MINUTE PRESENTATION

Each week a member gives a 10-minute presentation. This is a further opportunity to train and educate his or her extended sales force — the members of the BNI chapter. The frequency of your opportunity to have a 10-minute presentation will depend on the size of your chapter.

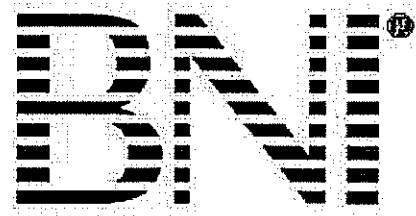
As you will be added to the speakers' rotation schedule after you have attended the Member Success Program, it is to your advantage to attend the earliest session possible. Additionally, you will receive instruction on how to make an educational and constructive 10-minute presentation.

Anatomy of a 10-Minute Presentation

- ◆ 1- 2 minutes about yourself (education, credentials, experience in the field)
- ◆ 1-2 minutes about the company (where business is conducted, unique services, hot products, how the company is innovative)
- ◆ Tell a short story about a client who had a problem and how you solved the problem. Describe what type of company it was and the type of industry that the company is in. What was the problem? How did you solve it? What was the end result?
- ◆ Consider discussing industry myths and some benefits of your service (1 minute)
- ◆ Mention 5 types of referrals you are seeking

Door Prize

It is the responsibility of the person giving the 10-minute presentation to bring a door prize, something of value between \$15-\$20. Bring something that is a reflection of you or your company. Some suggestions include a gift certificate, gift basket, etc. Don't just give a \$20 dollar bill, pick up someone's breakfast tab, or give one of the mugs that you would give a client as a marketing piece. Give your door prize some thought.



Section VI

Personal Guest Day

BNI PERSONAL GUEST DAY PROCEDURE

Things to remember when talking to a prospective guest:

- ◆ BNI is the largest business referral organization in the world. There are more than 60 chapters in our region and over 5,000 worldwide.
- ◆ BNI is a results-oriented organization with a focus on making money through referrals.
- ◆ Only one person per profession per chapter is allowed, so once you are accepted into a BNI chapter your competitors are locked out.
- ◆ Currently our chapter is looking for a good (occupation) to whom we can refer business.
- ◆ Please visit us on (date), so you can learn more about our organization.

Since new members are not required to give referrals for 60 days, they should have their own Mini-Power Team Drive day six weeks from the date of induction, if they have attended an MSP and can be scheduled for a 10-minute presentation.

WEEK #1: _____ (Date)

Your Power Team Coordinator will give you a Power Team Chart and the Top 10 Professions list for your chapter. Use the chart to record names of prospective guests. Please fill out the first three columns of the form completely.

WEEK #2: _____ (Date)

Bring in copies of your Power Team Prospect Chart for your Power Team Coordinator and Mentor. Your Power Team Coordinator will give you the enough postcards to mail to the prospects on your list, within 24 hours after the meeting.

WEEK #3: _____ (Date)

Call your prospective guests to remind them of the meeting in two weeks. Continue to fill out and update your prospects list. If you need help or have any questions, please call your Power Team Coordinator or Mentor for support.

WEEK #4: _____ (Date)

Call to confirm your prospective guests one day before your Mini Power Team Drive Day. Get a count of the guests who will or will not attend and those who are undecided. Finish filling out your prospect list.

WEEK #5: _____ (Date)

Have a great Mini Power Team Drive Day! Remember to make follow-up phone calls to those who attended the meeting, and also those who said they would come to the meeting and didn't. Invite them to the next meeting



Section VII

Additional Information

10 WAYS TO MAKE YOUR BNI MEMBERSHIP WORK FOR YOU

1. Put your BNI meeting on your calendar as a recurring appointment. This avoids scheduling conflicting appointments during your BNI meeting time. Being at your meeting regularly is the first step to success.
2. Identify a substitute to take your place when you can't be there. Life happens. It's important to consistently get your message out to your BNI sales team. Have several commercials written out to e-mail or fax to your substitute, so he or she can give your message effectively.
3. Schedule at least one BNI hour outside your meeting each week. This can be done 15 minutes at a time or a whole hour at one time. Some uses for this BNI hour can be inviting visitors, honing your Sales Manager Minute, or doing dance cards with other members.
4. Set a goal to bring at least one visitor a month to your BNI meeting. Who do you do business with that should be introduced to your BNI members? If you like and trust this professional, wouldn't you want to help them increase their business this year?
5. Do a dance card at least once a month with a member you haven't brought a referral for yet. The one-to-one time will give you new ideas about how to bring referrals or who to introduce them to. In addition, it will probably help the member to focus on what they are expecting or how to express it more effectively to help other members as well.
6. Participate in at least one networking event a month at a Chamber, professional organization, or a service organization. This will not only potentially expand your business, but it will give you a source to find BNI visitors. Review the "Ten Commandments of Networking a Mixer" in "The World's Best Known Marketing Secret" for hints on how to make this time worthwhile.

7. Participate as a Leadership Team member in your chapter. As a Leadership Team member, you get to exercise the leadership muscles you already have. Decide which position fits your work style and “shadow” the current person in that position, so you’re prepared to take training and perform the duties and responsibilities in April.
8. Attend all BNI trainings, workshops, and conferences held in your area. School is never out for the professional. In addition to the new ideas you’ll receive at these events, they’re a continuing opportunity to meet other BNI members and guests outside your chapter who can expand your sphere of influence and could result in additional business for you.
9. Set a goal to bring at least one referral a week to a member of your chapter. BNI is about “Givers Gain.” When you are a regular contributor of quality referrals, the members will look harder for ways to help you build your business. To help you achieve this goal, take notes during each member’s Sales Manager Minute and 10-minute presentation. This will help keep them top-of-mind during your next week after the meeting.
10. Create five or six meaningful SMMs. Remember that during this time each week, you are teaching your marketing staff about who you want to be introduced to, what need you can fill, and the words or phrases people might say that can help your BNI members identify good referrals for you.

The keys to success in BNI are the same as for your business: plan, prepare, execute, and evaluate. Too many of us see our BNI participation as separate from our business when, in fact, the way we present ourselves at the BNI meeting is the model our members see as how we do business.