



One-To-One Business Building Interviews (BBIs)

The One-To-One interview is specially designed to build your referred business (Business Building Interview BBI). (*The previously used term was Dance Cards.*) The BBI is one of the most direct methods to increase your referred business. Your objective is two-fold: 1) Instruct your 'dance partner' on how to find you referrals, and 2) get instruction from your 'dance partner' about how to find him/her business. If you initiate the call, then you should start with objective #2 first (getting your instructions).

Key Steps In The One-To-One BBI

1. The Length of the Interview should be about 60-minutes. Be business-like and professional. Stay focused on sharing pertinent information about each other which leads toward finding referrals for the other person.
2. Focus your discussion around sharing information from the:
GAINS Profile
BIO Sheet
Launching Pad
One-to-One BBI Worksheet
Rate Your Relationship
This information will be most useful in helping them find referrals for you and vice versa.
3. Schedule interviews with the other member as often as is necessary for you to generate a successfully closed referral for your partner. Follow-up as often as is necessary to make certain that you are generating good quality referred business. It will do you NO GOOD to refer business that is not useful to the other member. Doing so tends to break down good relationships rather than build them up. The old computer phrase, "Garbage In Garbage Out" applies to passing inadequate referrals. Work toward making certain your referrals are well qualified.
4. BNI members are required to fully qualify the referrals generated and shared with other members. This requirement keeps BNI members in compliance with the Canadian Privacy Laws. The best way to stay in compliance with the Privacy Laws, is to ensure that all your referral slips are completely and adequately filled in. Through your BBIs, you will acquire information to help you stay in compliance with the Canadian Privacy Laws when referring members of the public to your fellow BNI members.
5. Use the online dance card (BBI) interview scheduler found within the website, www.bnicanada.ca Use of this on-line tool will help you and your chapter better understand and track the creation of significant revenue through referrals.

By meeting repeatedly with each member outside of the group in BBIs, you will increase your mutual rapport and understanding, thereby increasing the potential to give and get referrals. To receive sustained referrals you need mutual rapport and trust with your Power Team Partners. Plan on 'dancing' with each one as long as it takes to find a referral (s) for that person.