



## **BNI Chapter Power Teams**

**More Excitement More Production More Revenue**

Combining the best features of small intimate work teams with the energizing influence of larger marketing groups.

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# “Chapter Power Team Program”

## Introduction

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The Chapter Power Team Program is a preferred method for members in a BNI chapter to increase the size and referral results of their chapter. The Power Team strategy calls for four-six chapter sub-groups or “Contact Sphere Companies” working together in teams. The teams will:

- a) Identify and recruit those categories and individuals they would like to add to their own team as referral partners and
- b) Increase the quality and quantity of referrals within the sub-group (Power Team).

This powerful strategy allows members within each of the chapter Power Teams to determine, and better control their type of referred business and contacts. The Power Team program achieves two important objectives.

First, the PT members are best able to determine which categories would best fit their existing mix and the selection criteria to be used for selecting and recruiting candidates. By working within a small group, more brainpower and determination can be focused on the task of recruiting the best individuals to round out their referral team. Because the members operate within the same general industry, they are able to communicate easily with others in the same industry.

Each Power Team should create a short list of the categories that would best fit the sub-group’s mix. This list of usually 2-3 categories will be the priority target for each Power Team member. The way to attract interested candidates is to determine an estimate of the number of referrals that might be generated for the right person in the targeted category within the coming year – by the entire chapter.

Members from each Power Team should ask for help from the other members’ contact base through assembling a chapter TOP TEN LIST which would be comprised of the 2-3 top categories of each Power Team. This list should be prominently displayed at the front of the room each meeting. When the Power Team is rounded out with a balanced group of members, (minimum of 5 individuals) then that team can focus its recruitment attention on helping fill in the other chapter teams. Once the team is up to proper numbers, these more mature teams can begin focusing on their second objective of improving the quality and quantity of referrals within the referral team.

This second objective of improved quality external referrals, will occur through a process of intensive referral consultations at a monthly meeting **OUTSIDE OF THE REGULAR BNI WEEKLY SESSION**. During these monthly Power Team Consultations, the 5+ members will share information specifically aimed at improved generation of external referrals.

The Power Team Program recognizes that it is easier to generate good referrals among members within a sub-group of complementary/non-competitive businesses. Working within a Power Team structure will not preclude the exchange of referrals from one sub-group to other sub-groups. Rather, it will increase opportunities for better referral relationships within the Power Teams while still maintaining the group-to-group referrals.

The Chapter Power Team Goal is to achieve chapters with a minimum of 25 members who generate a chapter ratio of 3 external referrals for every 1 internal referral.

This strategy is ready and waiting for your call.

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### **Instructions**

The BNI “Power Team” program is designed to combine the best aspects of a large, exciting marketing group with the more intimate experiences found in the dynamics of a smaller group.

BNI chapters need to be large, more than 25 members, to achieve optimum results. In a larger group there is much excitement, enthusiasm, energy and synergy. These conditions are very important to effective advertisement through a wider band of marketing exposure.

However, enthusiasm, energy and excitement are not enough for effective referral marketing. This form of marketing also relies on a deeper understanding and trust among members.

BNI chapters also need a small intimate atmosphere where each member has better opportunity to learn about the other and discover how to effectively refer to the others. Smaller, intimate groups allow this mutual understanding, respect, and rapport to grow rapidly and progress the relationship through the “VCP” process. These relationships will decrease the time required to generate high quality referrals by increasing the members’ LURE factor. (Luring more referrals to the member.)

A small intimate atmosphere is not enough for effective generation of a serious word of mouth BUZZ, and large exciting groups have too many people to know how to get a successful BUZZ program going.

The BNI Chapter Power Team program satisfies the need for small brain storm learning groups with a large stimulating weekly advertisement session.

To make this program work, follow these simple steps.

***NOTE During the early stages of your Power Team process spend about 50% of your time (approximately 45 minutes) working on Goal One and 50% of your time working on Goal Two. Once your Team has been rounded up to a minimum of 5 members, focus more on the time on GOAL Two.***

### **Goal One: Minimum of 5 Power Team Members For Each Team**

1. Constitute the Power Teams with-in your chapter and set the first monthly meeting date at a time separate from the chapter. Set aside 90 minutes for the monthly meeting.
2. At the first Power Team meeting, select a Power Team Coordinator and list all current members on your Power Team Recruiting Sheet.
3. Identify those other business categories that could join your power team. Select as first priority, those categories that your existing members would be able to send referrals immediately, if, the right person occupies the category. There should be a list of 2-3 categories for each team. The lists, combined from the five chapter teams, will comprise the chapter’s ‘Top Ten List’.

4. Set up a recruitment strategy to identify candidates for the targeted spots. Your BNI Director will have scripts that are most helpful to recruiting these people. Of course one honest and powerful script is: “Our small power team, in our BNI chapter has referrals that we can provide to the right person in your business category. We want to fill this spot as quickly as possible...” You might wish to interview candidates over lunch. If they seem interested in BNI, and if you are interested in them, you can invite them to your chapter meeting. Now you have a qualified prospect for your chapter.
5. Work to fill each of the chapter’s Power Team lists as quickly as possible.
6. After recruiting your first members, you can find a list of other potential categories of people who could possibly join your PT in the BNI MSP manual.

### **Implementation Guidelines**

#### **Power Team Organization**

##### **First Goal for each Power Team**

- Identify most critical openings for each power team
- Recruit best individuals to team openings
- Each Team to have a minimum of 5 members per team 5x5=25 members for the chapter

To help determine who would be good PT partners for your Team, use material from the BNI Huddle Process as follows.

##### **Discuss Guidelines for Identifying, Inviting and Converting Prospects**

##### **Identification Criteria for Power Team Prospects**

- Wants to build their business (not everyone does!)
- Has the capacity to build their business (must be able to service new referrals!)
- The business category/seat is open in the chapter (one person per profession!)
- Attitude, attitude, attitude (a positive and professional one, of course!)
- Can offer their product or service in the region (accessible!)
- Depth & breadth of network (he/she is well-connected in the community!)
- Has a “farmer” not a “hunter” approach (willing to nurture trusting referral relationships!)
- Other

##### **Finding Potential Prospects for Your Power Team**

- Top-10 business people you know

- Top-10 professions that you do business with
  - Top-10 business you are a client/customer of
  - People from whom you receive referrals from time-to-time
  - People to whom you send spin-off business from time-to-time
  - Fellow service club or association members
  - Your social network of friends or family
- Ask others: “Who do you know who is a great (Targeted Category)?”

### **Inviting Visitors**

- Identify prospective candidates that meet the selection criteria for the chapter/Team
- Determine referral potential for the right person in the category for the coming 12 months FROM ALL OF THE CHAPTER MEMBERS
- Pre-qualify the prospective Team candidate through a personal (brief) interview using the “Our Team Has ( ) referrals for the right person in your category, are you interested?”
- Extend verbal invitations to those who indicate an interest in obtaining more referral business (NOTE: approximately 1 in 3 people will accept an invitation)
- Track your invitation attempts and results (yes’s, maybe’s, no’s) on your Invitation Tracker, and bring that form to the next PT Session
- Email a written confirmation to those that say yes
- At least 2 business days before the next info session, advise your Power Team Leader of confirmed visitors, including their name, business name and category
- Remind your confirmed visitors about the meeting 1 day prior with a “**CRC**”
- Arrive for the BNI Information Session early to greet your guests
- Follow-up after the meeting within 24-48 hours
- Track interest/applications received
- Note successful inviting approaches to share with the team

### **Converting Qualified Visitors to Power Team Members**

- Insure that you introduce Visitor to your other Power Team Members
- Make certain the Visitor Host looks after the Visitor and introduces the Visitor to the Chapter President, VP and Sec Treasurer if time.
- Have Trained Visitor Host or ‘clued-in’ Power Team member sit with the visitor to coach him/her along he meeting process
- Insure prospective visitor has Chapter application and brochure at end of meeting and offer committal statement “Does it look like our referral program can benefit your business?”
- Follow-up to thank the visitor within 24 hours and ask, “Does It look like BNI can benefit your business? “
- If necessary invite visitor back for a second look and or follow-up interview (casual interview) with other of your PT members

- If the answer is NO, ask who they might refer to you as “Our team has all these referrals we want to deliver because it makes us look great to our network associates when we can help them make strategic contacts. “

***Continue this process until your team has a minimum of 5 committed members. When a new member joins, the senior PT members need to coach and ‘mentor’ the new member along during the first 12 months.***

### NEXT STEP

After rounding out the membership of your Power Team, the next step is to begin learning how to generate more higher quality external referrals for each member within the Power Team. This will be done through a Referral Consultation Agenda to be followed by each team at each monthly meeting. The long term goal for each power team should be a ratio of three external referrals for every one internal referral.

If one member appears to be struggling, this is where the power of the Power Team shines. The Power Team Coordinator will be able to help focus helpful attention on the member who may be having trouble with some aspect of the program. This Power Team also becomes a marketing focus group to help fine tune the member’s presentations in both the infomercial and show case presentation.

## **GOAL Two: Referral Ratio of 3 External Referrals for Every 1 Internal Referral**

Implementation Details

### **Second Goal for each Power Team**

- Meet monthly and follow the process agenda described below.
- Document, discuss and evaluate external referrals among Power Team members
- Increase value and frequency of external referrals among Power Team Members
- Appoint one person to be Power Team Coordinator for a term of 6 months renewable for one more 6 month term.

### **Agenda for Second Goal of Power Team Meetings**

1. Review one business networking technique from Masters of Networking. This is important because the external referrals we find come through interaction with people in our external networks. We need to know how to open up pointed discussions with potential ‘prospects’ for our PT partners. (*Refer to;*
  - *Working a Network Mixer in Worlds Best Known Marketing Secret*
  - *Tips on Networking from Masters of Networking refer to pages 87-168*
  - *Opening Discussion Questions found in the BNI MSP manual.*)
2. Practice and review session for member’s Infomercials

Each member delivers 60 second infomercial followed by other members indicating the most memorable or impressionable part of the infomercial – take about 3 minutes per person – one minute for commercial and 2 minutes for individual feedback – can also practice with two 25 second commercials.

The objective here is to develop “Sales Manager Minute” presentations that are more instructive than selling commercials. Teaching items as Phrases (or clues) That Pay and Instructions to qualify a prospect will generate more referrals than selling the features and benefits of your business. Experimentation with different Memory Hooks can easily be accomplished within a Power Team exercise. Once a Memory Hook is settled upon, it should be used extensively throughout the member’s entire marketing program.

*(Example. The Investment Advisor, John Wyman, was also an Iron Man competitor. Soon he became the “Iron Man of Investments”. Next, this phrase showed up on his business cards, and later he published his “Iron Man of Investments Newsletter” causing prospects to call his office asking for him not by name, but by “The Iron Man of Investments”.)*

3. Each member to take 2 minutes to describe one best client (type) and specify how the others might identify a similar client. After each member presentation, further questions and comments are to be directed toward the member for the purpose of gaining clarity about how to identify and capture other similar client prospects.

4. Featured Spotlight focus on one member.

Each meeting will focus on one Spotlight Member. The other members will have met with Spotlight Member during the previous month, and at the Power Team meeting, will deliver testimonial information about the Spotlight Member. Each person will deliver a 1 minute prepared testimonial about the Spotlight Member. The Spotlight Member will take 1-2 minutes to respond and embellish upon the points raised during each testimonial. This means that mid-month every member must have a full and complete BBI with that month’s spotlight member, or have passed a closed referral to the Spotlight Member of the month. This will enable them to offer a strong testimonial for the member.

The spotlight focus will result in a good discussion of the most noticeable features of each member. Some of these featured points can ultimately turn into important personal selling propositions that can later be highlighted in other advertisements and marketing endeavors.

## **5. Discussion of one of eighteen methods to motivate your network contacts**

There are a number of methods to encourage (motivate) your referral partners to send you referrals. The most important is generation of referrals to the member. Other forms of motivation include:

- Joining the other’s personal advisory board

- Doing a joint sales or public presentation
- Collaborating on a joint project
- OTHERS FROM Business by Referrals such as
- Recruiting, Researching, Reporting, Source Seeking, Advice Seeking, Purchasing, Connecting, Horn-tooting, Auditing, Promoting, Sponsoring, Announcing and etc.  
*(For more details consult Business By Referrals pp. 95-118)*

## **6. Review Referral Previous Referral Results**

The meeting will end with a review of referrals that have been generated during the past 30 days among members. An open and honest discussion of the referral results will create better understanding about how to generate fully qualified and closed referral business. Items for discussion might include:

- How to better pre-qualify or screen prospective referrals
- How to create a better hand off
- Improved details about how reel in or further LURE in the prospective referrals
- The best ways to follow up effectively with the referrer, the referee and the vendor.

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