
BNI® *bits*

The Official Newsletter Of The BNI Business Prospectors - Carmel, NY September 2008

The Purpose Of BNI

BNI is the most successful organization of its type in the world. There are currently thousands of chapters in operation with tens of thousands of members. Members of BNI have passed millions of referrals and this translates into billions of dollars in business being done. The philosophy of BNI is Giver's Gain - if I give you business, you will want to give me business.

A Note From The President

The month of September brings a close to the current BNI term. This means it is the last month that I will serve as president and Mike will serve as Secretary/Treasurer. I would like to thank the group for their support over the last year. We have made some big strides in growing and promoting our group.

In October, I would like everyone to welcome our new leadership team of Joe Madio as president, Maurice Coryea as vice president and Carmelina Zimbalatti as Secretary/Treasurer. Please give them the same support as you have given us. Thank you!

Rebecca

Welcome!

A very warm welcome to our new member:

Susan Matra
Mary Kay Cosmetics

Way To Go!

Congratulations to the following members who received a Notable Networker Award:

Most Referrals in August 2008
Maurice Coryea
Intone Office Products

Most Visitors in August 2008
Carmelina Zimbalatti
Putnam Feder Credit Union

We Remember



This month we mark the seventh anniversary of the 9/11 terrorist attack on our country, that has forever changed the way we live and our future. It is on this day that we are most reminded of people we have lost and those who are fighting to keep us safe. I can personally say I have tremendous respect for our troops and wish all of them a safe return. And my heart goes out to everyone who lost a loved one in the War on Terror.

I, for one, will never forget.

What Is Business Networking, Anyway?

It's more than showing up and shaking hands; it's about being proactive.

By Ivan Misner
August 29, 2008

Business networking is leveraging your business and personal connections to bring you a regular supply of new business. The concept sounds simple, doesn't it? Don't let that fool you, though. Because it involves relationship building, it can be a deceptively complex process.

Think about it. How many people do you know? How many of these people truly understand what you do? How many of these folks have directed prospects to you as referrals? And how many of those referrals have actually turned into business?

Business networking is much more than showing up at networking functions, shaking a lot of hands and collecting a bunch of cards.

For example, imagine two people attending an event, sizing it up and drawing an imaginary line down the middle. They separate, each taking half the room. At the end of the event, they meet again to see who's collected the most business cards.

Have you met these people? Sure you have. We all have. What

did they accomplish? They collected a lot of cards that will end up on a shelf, in a drawer, in the trash, or--worse yet--scanned into a computer so they can spam everyone they just met. Why? What does a business card represent? It's a piece of paper, with ink and images on it. No relationship has been formed. This networking strategy, by itself, isn't an effective use of time, money or energy.

Some people get frustrated with networking because they seem to be making as much progress as a rear-wheel-drive truck on an icy hill: one foot forward, 10 feet back--getting nowhere fast.

Networking for business growth must be strategic and focused. Not everyone you meet can help move your business forward--but everything you do can be driven by the intention to grow your business. You have total control over whom you meet, where you meet them and how you develop and leverage relationships for mutual benefit. You have total control over whether you enter into the unique 29 percent of the population that is separated by six degrees (read *The 29% Solution* to learn more), whether you stay there, or

whether you never get there at all.

Networking your business means you have to be proactive. The core of networking is doing something specific each week that is focused on networking for business growth. Make a plan, focus and be consistent. When you understand exactly what business networking is and step up to the challenge, you'll find avenues of opportunity that you may have otherwise never discovered, and you will be making an invaluable investment in the steady growth of your business.

Called the "Father of Modern Networking" by CNN, Dr. Ivan Misner is a New York Times bestselling author. He is the founder and chairman of BNI, the world's largest business networking organization. His latest book, *The 29% Solution* can be viewed at 29PercentSolution.com. Dr. Misner is also the senior partner for the Referral Institute, an international referral training company. He can be reached at atmisner@bni.com.

<http://www.entrepreneur.com/marketing/marketingideas/networkingcolumnistivanmisner/article196758.html>

New Book by Ivan Misner - "The 29% Solution"

It's not "net-SIT" or "net-EAT" - it's "net-WORK."

In many ways, success at networking is the uncommon application of common knowledge. Most people understand that networking is important to their success - they just lack a step-by-step process to get the results they want. Almost no one really implements a comprehensive methodology that will build a business through networking. Thus, the need to network is "common knowledge," and the development of the methodology required to be successful at it is the "uncommon application."

By reading this book, you will experience the true essence and meaning of networking. *The 29% Solution* gives you the answers to two conflicting questions that a business owner or salesperson faces every day: How can I tend to my existing clients while at the same time network for new business? and, Should I place higher value on my current clients or on new clients?