

## **BNI 10 MINUTE PRESENTATION**

Read This Carefully - learn from the experience of seasoned BNI members - what you put in is what you'll get out. Don't use this time to sell your products - use it to **educate & equip** your 'sales team' with methods that work for you - so you can use our eyes & ears to generate referrals for you - give us **clear** marching orders. Don't get into the nitty-gritty details of your business, which we'll never remember anyway. Rather focus on **basic sales tools** we can use, **pointed questions** we can ask & **target markets** you want us to look out for. Using **Power Point** will enhance your presentation - use before & after pictures - any other visuals - short bullets - don't be wordy!!

**Caution:** Talk to your audience & not to the screen - you may want to print out your slides to accomplish this.

**No Q&A** time under any circumstances - BNI experience has found this can become negative.

**Be creative** - act, bring props, demonstrate, roleplay, include staff & fellow BNI members - make it more fun to be more memorable.

Smile, relax & have fun, but don't let the entertainment overshadow the promotion & education.

Bring a **DOOR PRIZE** of \$15-20. Sould you forget, please give the **S/T \$20 cash** for an 'in box' substitute prize.

INVITE GUESTS & POTENTIAL CUSTOMERS - start inviting a week in advance & follow-up the day before.

Use the **3+3+3=9 minute format** (for the following 3 points below) - practice your timing at home - if you can finish in 9 minutes at home, you know you can relax & not have to rush the all important ending (as so many do).

### 1. What sets me apart - my background, education & experience.

My company - where I do business - what services we offer - how innovative we are.

ASK YOURSELF, "Is this useful to my BNI sales team?" If not, **scrap it!!!**

Most folks run out of time on point 3 because of giving us unnecessary details we don't need here.

### 2. Stories, features & benefits - people will forget most of what you say, but **will remember the stories you told**.

A skillful speaker will **always include real life stories & testimonies** to demonstrate his point.

**Stories & testimonies always spice up** what could otherwise have been a boring talk.

Don't spend 30 minutes preparing for this talk - spend a year or a decade - **that's what a story does** - it illustrates how your lifetime experience equipped you to skillfully accomplish what you did.

You **earned the right to tell us this story or testimony**.

Telling **your story is easy, natural, enjoyable & convincing** - it's conversational talk straight from your heart.

If you **don't have your own story, borrow someone else's from your company or industry** to drive your point home.

**Stories & testimonies seal the deal** - they sell you - your tenacity, ability, experience, excellence & integrity.

**Testimonies** allow you to use a third party to brag on you - telling of your best without sounding arrogant.

Stating product/service **facts followed by benefits** *produces conviction* in the hearts of your hearers.

Here you may also want to quash *industry myths*.

### 3. Call to action - describe **4 or 5 ways** people can find referrals for you - what we need to listen for - conversation starters - pointed questions - make these as short as possible so they'll be easy for your sales team to remember.

What **'sales tools'** can you put in our hands so it becomes a no-brainer for us to promote your business?

Who is a good referral for you?

What profession/s in my 'Money Source' chapter would best get referrals for you?

PRACTISE YOUR TIMING - you really should allow a full three minutes to do point 3 properly.

To help you close strongly, you'll get a 3 & 1 minute countdown signal.

**Make a list of 5 to 10 brainstorm ideas for a great presentation - choose the best few.**