



Sound more professional.

BNI Feature Presentation

So you've got your BNI Feature Presentation coming up. In many groups, you only get this opportunity once a year. Don't let that get you nervous, because your entire group has been through the same thing and will be supporting you. But put the effort into your presentation to make it valuable.

Your BNI group is your sales force. This is your opportunity to train them. It's one of the best ways to get more and better referrals because they know more about how you help your customers, and "what would be a good referral."

1. Get their attention. Tell something interesting. If you can't get their attention you won't accomplish anything. Stand up. Use big gestures. Speak up. If you want your team to be enthusiastic about you, you should be enthusiastic, too!
2. Educate your sales force: let them know what you do, how you do it, and what makes you different from the competition. They don't need all the details, but you can give them an idea of the effort and dedication you put into what you do.
 - a. Don't bother with unnecessary details: spend more time on the benefits
3. Prepare, prepare, prepare. I've been giving Feature Presentations for 18 years. But I still put hours of preparation into my talk. And the more you prepare, the less nervous you'll be.
4. Facts tell. Stories sell. We can relate to stories. We can remember them. That will help your sales team tell others about you.
5. Sell the sizzle: focus on the benefits of what you do
6. Show your team the pain: what are the problems you solve? What do customers want/need you? What's the downside of not getting your help? What are your customers "hot buttons"?
 - a. What to listen for: tell your group what to listen for, and train them how to spot a good opportunity.
7. Get to know your material. Prepare bullet points or phrases on note cards. Don't read it. Your notes should remind you about what you want to say, so you can talk to your audience. Keep your delivery conversational.
8. PowerPoint. This can be helpful for some of us, but don't overwhelm your audience with it. Slides should only have a minimum of words. And don't read them. Tell what you're trying to communicate with them.
9. Involve your audience: better than showing them, ask them questions. Get them to sell themselves.
10. Review
 - a. Who is a good referral: describe them in ways that they can recognize
 - i. To be terrific you've got to be specific: who is a good referral?
 - ii. Are there "referral partners" that you'd like to be introduced to?
 - b. How warm do you need your referral to be
 - c. What to say: what would you like members to say to the referral to introduce you?
 - d. How would you like it warmed up? Cold referrals are just leads. Warm referrals turn into sales. What's the best way to warm it up?

We use this same formula when we develop Informer Marketing Messages on hold. It works.

www.informermessages.com

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