

## **Welcome to BNI Group-Taking Business Networking to the Next Level**

Want to expand your customer base, increase profits and grow your business? Good. You're in the right place.

### **Who we are**

Business Networking International Group (BNI) is a membership based, structured referral marketing programme that helps members substantially grow their businesses through targeted, effective networking. BNI provides business referrals, sharpens business networking skills, and offers our members the opportunity to develop lasting relationships expanding the reach of their business and increase revenue building opportunities.

### **How BNI can help your business develop**

Getting new clients in today's marketplace can be tough, especially with so many options available. Business networking is an important tool to gain potential customers, but can take a lot of time and resources, and often events are filled with more sellers than buyers. Personal recommendations and references are the key to gaining and retaining customers, but more importantly generating leads that will convert into clients is the key to real success.

Imagine, a sales tool that will increase prospects and generate real leads for your business. A sales tool that provides referrals that are part of your target audience, people who need your business but may not know how to find you. Now imagine being the only person in your business sector to have access to that tool. Sound promising? That's what membership with BNI offers.

### **How it works**

Our structured referral marketing organization offers members word of mouth referrals and networking events to effectively grow their client base without having to hire a large marketing staff. Every week our members make an effort to secure a business referral for another member. It's like having a team of marketing professionals working for you!

Our members may participate in over 50 networking events per year, while building a targeted network. BNI members enjoy a continuous stream of new customers from the referrals of other members and from visitors of our networking events.

### **Why join BNI?**

Being part of a global organization like BNI, allows you to expand your business's reach as far as you want to take it— increasing authentic leads for improved conversion rates, translating into increased revenue.

### **The BNI difference**

The best part about BNI referral network marketing is that you get to train your new business network, like a sales force working on your behalf, by sharing specific information on the types of prospects you are seeking, which reduces cold call costs and saves time and money.

### **Exclusive Privileges**

The business world is competitive, and building contacts is a must in order to survive. BNI membership not only offers useable contacts, it offers exclusivity. BNI group has a strict policy in place that permits only one member in each business category, so by joining you are essentially locking out the competition!

**Don't wait**

If you're interested in real lead generation, expanding your international business network, increasing revenue, and developing your business, then hurry and contact us today before your category is taken. We look forward to welcoming you into our network, and helping your business thrive.

**Find out now if your category is still available >**