



## #5 - Education Coordinator: Referrals vs. Leads, Continuing Education Units

Being a new member is overwhelming as they try to learn how to participate in the most productive way. One thing that is very confusing for a new member is the difference between referrals and leads. As the Education Coordinator, you play a key role in the education of the chapter members. The BNI® content should only take 10-15 minutes to complete. The balance of the hour should be used to get to know one another and build a referral relationship.

### Leads

A lead involves two people: you and the person you are giving the lead to. There is no time spent speaking to the third person and qualifying that the person needs the product or service.

Example of a Lead – You walk into a neighbor's house and notice that they have a spot on their carpet. When you go back to your chapter, you tell the carpet cleaner that your neighbor needs to have their carpets cleaned. But you never spoke to the neighbor to find out if they wanted to talk to a carpet cleaner.

### Referrals

A referral involves three people: you, the person being referred and the person who is receiving the referral.

Example of a Referral – You walk into a neighbor's house and notice that they have a spot on their carpet. You open the conversation and ask what happened. They tell you what happened, and you tell them about the carpet cleaner in your chapter and ask them if they would like to talk to him. They say "yes." Now you have a referral to pass.

Internal Referrals – These are the very first level of referrals that you will pass in the chapter. These are the ones in which you do business with a fellow member; they are passed internally. You are not required to do business with everyone who is in the chapter, but it is encouraged whenever possible as a way of building trust.

External Referrals – This is like the example of above. You bring a referral from outside the chapter to one of your fellow members. These come with time when you have developed enough trust and knowledge with your fellow members.

### Continuing Education Units

Have you ever heard the phrase: "Learn More to Earn More"? There is a direct correlation between networking education you complete and revenue you generate from referrals. Submit your Chapter Education Units to report training and education you achieve through BNI® sources.

Show how to enter CEU's on the BNI App.

1 CEU = 1 Hour of BNI learning (reading a BNI book, listening to BNI podcasts, Taking a BNI advanced workshop or training, Watching BNI YouTube Videos etc)

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