

What People Are Saying

"This Program' is a must for business owners and sales professionals. Since taking the course, I have increased my sales 85% and at the same time established personal relationships that will last a lifetime."

~ Eddie Drescher MDRT
Northwestern Mutual

"I found the course to be an extraordinary experience. The information was fresh and very useful and the interaction among class members was stimulating and thought provoking. I would recommend this program to anyone who is serious about making word-of-mouth marketing work for his or her business."

~ Mark Fulton
CoachCare

Contact

TOM FLEMING

for Information

*Developed Through a
Strategic Alliance*

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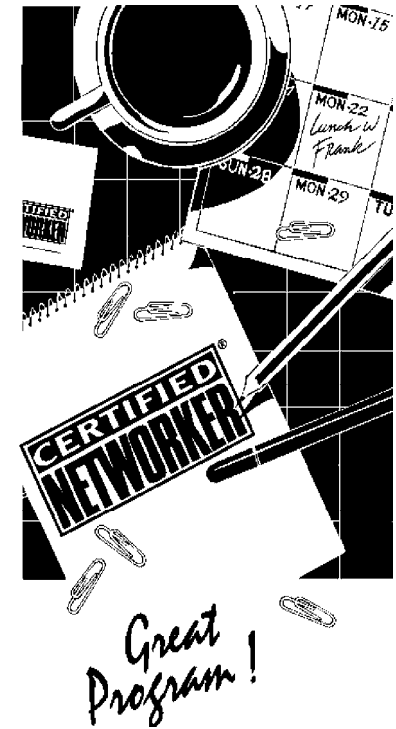


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A customized curriculum designed with the **tips, tools and techniques to help you be a more effective and productive networker**

Who can benefit from the program?

All business professionals who rely heavily on referral-based marketing to succeed and reach their goals.

How is the program administered?

The program is administered through a series of 12 distinctive modules covering every aspect of a well rounded, referral-based marketing system. Each of the 12 modules represents a highly interactive workshop for the participants

Training Modules 1-12

Module 1 - Finding Your Starting Point

Understand your business and reasons why customers choose you or your business over your competitors.

Module 2 - Identifying Prospects Using the VCP Method

Three phases pass through your relationships for you to play a role in building your business.

Module 3 - Developing Network Prospects -

Develop relationships you have already identified as potential sources of referrals and learn to use the GAINS Profile.

Module 4 - 18 Tactics to Motivate Your Sources

Motivate your networking sources to establish and develop a business relationship.

Module 5 - Activating Your Referral Network

Identify potential sources of referrals using a five-phase system.

Module 6 - Building and Evaluating Your Network's Effectiveness

Developing a system for tracking your referral source and quality of referrals.

Module 7 - Working with Contact Spheres

Understand the concept of a hub firm, develop an understanding to mine a "vein" for referrals, and learn the six types of networking groups.

Module 8 - Creating and Giving an Effective 10-minute Presentation

Deliver your presentation with style and confidence; learn how to give an effective 10- to 12- minute presentation.

Module 9 - The 10 Commandments of Networking a Mixer

You will never find a business mixer to be a waste of time again when you learn how to effectively network at these events.

Module 10 - Tools and Techniques for Enhancing Your Business Image

Designing and assembling an image that generates qualified referrals.

Module 11 - Making Introductions That Last

Ensuring that your referral sources remember and reward you.

Module 12 - Asking for Referrals and Thanking Your Sources

Learn how to effectively ask for referrals and reward those who give them to you.