



## *The Value of a BNI Membership*

When you hear someone say.....?

"What's in it for me?"

"What's the cost of membership?"

"What am I getting for \$365/year?"

"Times are tough, I'm not sure if I'm renewing my membership"

### **Cost Vs. Value**

**A yearly membership** in BNI is \$365/year, that comes out to approximately \$7.00/week

#### **What can you buy for \$7.00?**

- 1) Two lattes at Starbucks?
- 2) A little more than 2 gallons of gas?
- 3) Part of a movie ticket?
- 4) Two "value" meals at Wendy's?
- 5) 1/2 of a pizza?

#### **Now...Here's what \$7.00 can buy you in BNI**

1. **\$7.00 buys you.....A sales team of 30 + members** that promote your products/services throughout the entire year, **resulting in exclusive, qualified business referrals.**

*Compare: **If you were to hire 30 sales people**, to market and promote your company, it would run over \$1M a year in salaries and commissions.*

2. **\$7.00 buys you.....A 1 minute commercial** every week, and approximately two- 10 minute presentations a year, **each designed to teach your sales team** how to find business for you.

*Compare: To produce and air 52 - 1 minute radio spots or TV commercials can cost upwards of \$250K.*

- 3) **\$7.00 buys you.....**a seat next to the top professionals in the area that are committed to helping you build your network and your business.

**Here's what you won't see in your BNI Chapter.....**

- \* **Your competitors!**

**Here's what you won't see in other networking groups**

- \* A Structured Referral System - BNI focuses on qualified referrals, not leads.
- \* Coaching, Training, Support - BNI provides the best coaching and training on how to develop referral strategies; i.e. *Leadership Team Conference, Network University, Mentor Program, Power Teams, etc.*
- \* As a member of our Region, you will be invited to workshops and special networking events featuring world renowned Speakers who will motivate, excite, and inspire you.

Ask yourself :

- 1) **Are you using your marketing dollars effectively?**
- 2) **Are you willing to spend \$1 a day to market your product and/or services?**
- 3) **Can you afford not to?**

**Compare the Value**

**Look at the Return** on your Investment

**Build** your network now