



10-13-06

TO: BNI Lodi Founders Members

From Mike Hinton, Educational Coordinator

RE: Educational Moment for 10/13/06
Dance Cards vs. Infomercials

Today's topic is knowing the **importance and difference between Dance Cards vs. Infomercials**. If we were to attend every weekly BNI meeting, excluding Thanksgiving and Christmas, we would attend close to 50 weekly meetings. At the current time limit of 33 seconds for our infomercials, that gives us a **TOTAL of only 27.5 minutes of time to instruct our sales team members** about our product. Not a lot of time. Think about it, would you be able to go out as a salesperson and sell your product if that is all the time your boss gave you to learn about your product and services? You probably would not be too successful. Also, keep in mind, for many of us at Lodi Founders, we tend to say the same thing over and over again during our infomercials. How informative is that to our sales team? I'm not saying that the repetitive "Memory Hook" is not effective, because it is in many cases, but it is not the **real key to success to BNI**. The definition of business insanity is doing the same thing over and over again and expecting different results. Results are not going to happen if we do the same thing over and over again. Those 27.5 minutes is based on nearly perfect attendance too, very few of our members have perfect attendance. So how can we get more from our investment? **DANCE CARDS**, that's how!!!

So, **what is a Dance Card?** This is an opportunity to sit down with our salesperson and **instruct them about our business**. Or if I am the salesperson, **what is it I need to know about your company** to help it become successful. **A Dance card is an opportunity**. That's right an opportunity!

An opportunity to help my fellow BNI members business's grow by educating me, and an opportunity for me to educate them about my business. **It's about taking the time to listen, learn and to inform.**

We all have made the investment of \$\$\$ and time to be here each and every week. For some of us, we need to get up at 4:30 am to get here on time. For others its 6:45 am, either way, **we all owe each other the professional courtesy to be here weekly.** The infomercials are important to share and we can't hear them or share them if we are absent. **Weekly attendance is critical to your success in BNI.**

For many of us, time is something we have very little of. So, when given the opportunity of 30 minutes or an hour to have a Dance Card, make best use of it. Once the time has been set, **we need to KEEP the Dance Card appointment.** If you can't make it, at least call and let your fellow member know that you will be unable to attend. Once there, make things happen. Yes its nice to share our life stories and to find out about each other, **but make sure that you talk about business.**

Whether it is their business or your business, talk about it and share about it. BNI is an Educational Tool, so lets educate our sales team!!!

Next weeks topic: **What do I say, ask or listen for at a Dance Card?**