



10-20-06

TO: BNI Lodi Founders Members

From Mike Hinton, Educational Coordinator

RE: Educational Moment for 10/20/06
What to Say and Listen for in Dance Cards

Today's topic is knowing the importance of what to say and listen for in Dance Cards.

Look at it this way, we have finally gotten the appointment to meet with our new sales manager or our sales team. What is it we need to ask or say in order to help them hit their targets for success. Be sure to make the appointed time, don't be late. Make it productive and exciting. This is an opportunity for the both of you.

The first and very obvious one is **“What can I do to help you?”** Be very careful at this point, this is probably one of the toughest and most difficult stages during the meeting...Keep your mouth shut and your ears open. **LISTEN TO WHAT THEY SAY.** Listen to what they are telling you. Do not try to answer yet. Do not try to formulate a solution. Don't think of what you would be having for lunch or what you are going to do later. **JUST LISTEN!!!**

At this point you are building what people want in any relationship, **Trust and Respect!!!** You can't build on this relationship, or any relationship if you are not listening to them. How can I refer business to you if I don't trust you or respect you? Why would I put my name on the line for you if you won't even listen to me? For salespeople this is very difficult to just sit back and listen, for professional sales people this is very easy. We all want to help people, but how can we help if we do not know where or how they need help.

The next question is, **what are you doing to make sure ... happens (what they just told you they need)**. This lets them know that you were listening to them. Restate it back to them; this lets them know that you understood what they just told you. Now here is where you can start to form a solution in your mind. **Think of ways that you can help them..** Maybe some of your customers or contacts may be in need of their service. Or perhaps you yourself may need their service.

This is the start of the Dance Card. At this point we as professionals should now be able to get a better understanding of what their business is about and what they really do for their customers. The next set of questions, in no particular order, will help you think of opportunities that you may have hear of or have in order to help them:

1. What are some success stories that other customers have had using your product or services? Ask for the names of the businesses, so you can relate this to your contacts.
2. Why would someone need this in his or her profession, career, office or even house? This again will help you relate to other contacts of yours that may not be in the same business, but have the same needs.
3. Who would you like to do business with?
4. What is your geographical territory?
5. Would you be interested in doing business with ...?
6. What should I be listening for when I am at ...?
7. Using your services, can someone expect results in the area of ...?
8. Tell me 3 benefits about your business that would be important to ...?
9. Why are you different from your competition?
10. What is the best thing that your company does?

This is just a sample of questions to ask in order to best find out what the other BNI member does, how he or she does it and **how our CONTACTS could benefit** from their services.

We all know that BNI Lodi Founders does a great job of referring business to each other. **We now need to step up to second and third tier referrals.** This is where the meat of the BNI referral programs is.

Next week we will cover **Quality Referrals, What Makes One...**