

18,000 business opportunities achieved through world class networking

A new height of success was attained last Friday when the 18,000th business referral was passed between the 38 members of the Jack O'Newbury BNI group. In the 6 years since the business networking group began meeting for breakfast every Friday morning, they have become recognised as one of the top 10% of BNI groups in the world, because of the level of business referrals they achieve.

Chapter Director John Skelton commented on why the BNI is the lifeblood of business for its members, "Reaching the 18,000th referral is an achievement that we are all very proud of and shows just how much business is generated within the group. The value of those referrals can start at just a few pounds, but the majority are worth a significant amount more. If they were each worth an average of £500, over £9 million pounds worth of business has been generated within the group over the past 6 years."

"For any organisation, networking through the BNI is a powerful way to market their products or services and find new business opportunities. And with the current economic challenges that we are all facing it is the lifeblood of business for many members", John concluded.

The BNI motto of 'Giver's Gain' is founded on the simple principle of members recommending other members when they meet someone needing a product or service, and then passing on these business opportunities; 'if I give you business, you'll give me business and we'll both benefit in return'.

Only one representative per business category is permitted within each BNI group and there are several categories currently open at the Jack O'Newbury BNI, specifically for an insurance broker, and builder. Visitors are welcome to experience the benefits of belonging to the Jack O'Newbury BNI and the group meet at the Newbury and Crookham Golf Club at 6.45am every Friday morning. More information and details of all the members can be found at www.bni-newbury.co.uk.

- Ends -

ABOUT THE BNI

Being active in BNI is like having up to 40 sales people working for you, because your fellow members will be carrying your cards and referring your business to people they meet, without you having to pay them any salaries or commission. Successful businesses depend on 'word-of-mouth' marketing as the best form of promotion there is.

BNI provides a structured, supportive, business environment in which local business people can get together to network, learn valuable new marketing skills and develop the strong personal relationships that lead to trust and the consequent generation of significant business for each other.

The Jack O'Newbury BNI meet every Friday between 6.45 and 8.30am at the Newbury and Crookham Golf Club.

For more information contact:

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