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NEWSLETTER FOR

March/April 1995

Low Absences Equal More Leads (Again and Again) by Ivan Misner, Ph.D.

Would you like to double the number of referrals your chapter generates in the next six to nine months? If yes, here's how. In Sept/Oct 1994 issue of *SuccessNet* I shared a variation on the following table showing how a chapter got "back to basics" and realized some incredible results.

	Absences per member	# of Members	# of Leads
1st Quarter (Before)	21	14	188
2nd Quarter (After)	1.0 (-52%)	18 (+29%)	269 (+43%)
3rd Quarter (After)	.6 (-71%)	21 (+50%)	305 (+62%)

In the above table, you can see that "after" the chapter started to adhere to an attendance policy as well as the follow the basic structure of BNI much more closely, they began to see substantial increases in the number of members and particularly the number of referrals. After six months, absences (per member) decreased by 71% and leads went up by 62%!

In response to this article, the Riverside, California chapters sent me a letter that outlined some of the things they have been doing and the great results they have seen.

	Absences per member	# of Members	# of Leads
1st Quarter (Before)	1.9	11	122
2nd Quarter (After)	.9 (-53%)	12 (+9%)	133 (+9%)
3rd Quarter (After)	.8 (-58%)	17 (+55%)	208 (+71%)
4th Quarter (After)	.9 (-53%)	21 (+90%)	322 (+164%)

These two tables clearly show that there is a direct and distinct relationships between absences and leads. As the group decreased its absences, it increased its membership which substantially increased the number of leads that members received.

This chapter sent data for a 4th quarter also which shows that after nine months of effort absences per member went down 53% (even during the Christmas/New Year holidays!) and leads went up a phenomenal 164%(!!!) attendance.

High absenteeism translates into low referrals. Low absenteeism translates into high referrals. The lesson here is that if your chapter is lax on attendance, it will affect your pocketbook.

It is in your best interest to reduce absenteeism in your chapter. This, in conjunction with a concerted effort to get back to the fundamentals of running a good chapter, will, without a doubt, make a participation in Business Network Int'l. more profitable for you.

Start a movement in your chapter to get back to basics. Ask a local Director or the BNI Main Office for suggestions on how you can start this process. The fact -- We are here to help you make this work. Don't forget that sometimes the best way is not always the easy way. However, with just a little bit of effort, your chapter can realize the benefits that these two chapters have experienced.

Help your chapter get back to basics and get on the right track today!

Thanks to Linda Hurley and Dennis Fachler of the Riverside Chapter for their work in putting this together and sending us the numbers used in this article. ~~If your chapter would like to share its results with Dr. Misner, please send them to BNI 199 S. Monte Vista Ave STE 6 San Dimas, CA 91773~~