

BNI WCF to Integrate Dr. Ivan Misner's New Book *Room Full of Referrals* in Local Chapters

BNI's founder, Dr. Ivan Misner, will release his latest business book Room Full of Referrals during International Networking Week® which focuses on behavioral styles as they relate to referral marketing. BNI West Central Florida (BNIWCF) will use tactics in the book to increase 2013 member revenues.

(Tampa, FL) January 14, 2013 – BNI founder Dr. Ivan Misner will release another book, *Room Full of Referrals*, which explains the different behavioral styles in business networking. The book details how people can adapt to these styles to gain profitable referrals. BNI West Central Florida, a professional networking organization, has used Dr. Misner's previous books and expertise to help its members see significant growth in the amount of dollars earned by referrals passed. They plan to do the same with Misner's new book.

Tom Fleming, Executive Director of the 40-plus chapters in WCF, will be using Dr. Misner's book to train his 1,800 members, along with additional training classes on increasing their networking effectiveness. BNI WCF's analytics from following Misner's tactics have proven fruitful. Called the "Father of Modern Networking" by CNN, Misner is considered one of the world's leading experts on [business networking](#). Using Misner's methods, BNI WCF passed \$77,198,218 among its members in 2012.

BNI members throughout the United States have also experienced success from learning Misner's proper networking techniques. On an international level, BNI in the UK also welcomed positive results. One region conducted a survey of the value of a member's seat in their region; the study revealed the average amount of business gained from referrals per member in the last 12 months was £35,000 (\$54,720) each.

Another program that aligns with Dr. Misner's new book is a class called [Room Full of Referrals](#), which is taught at the [Referral Institute](#). Similar to a speed course on Dr. Misner's new book, the class teaches attendees in one session how to understand basic behavioral styles that people exhibit, in order to overcome personality differences that can hamper striking up profitable relationships. Fleming encourages all business professionals that rely on referrals to expand their business, such as Financial Planners, Insurance Agents, Realtors, Dentists and Optometrists, non-BNI members to take the course in an effort to learn how to improve their revenues for 2013.

Misner's *Room Full of Referrals* book will be released in conjunction with International Networking Week®, which celebrates the key role that networking plays in the development and success of businesses across the world.

"We predict we'll see more people involved with our 'Room Full of Referrals' courses when Dr. Misner's book comes out during International Networking Week," commented Fleming. "We plan to host our own events, speaking engagements and seminars to encourage business networking in our area."

To book Tom Fleming for speaking engagements on the most profitable way to network to increase revenues in 2013, email his representative, Tanya Cielo at tanya@skystrategicmarketing.com.

To find a BNI WCF chapter near you, or to learn how to take advantage of free courses during International Networking Week at the Referral Institute, visit www.bniwcf.com or contact HopeBNI@Tampabay.rr.com.

About The Referral Institute and Tom Fleming

Tom Fleming is the Director of Training for the Referral Institute in Tampa, FL. Tom is sought out as a local, national and international speaker on the subjects of marketing businesses by referral and organizational development. The Referral Institute is an international franchised referral training and consulting company with locations in the United States, Australia, Canada, Germany, Ireland, Switzerland, the United Kingdom, Austria, Netherlands, Sweden, France, and the Middle East. The Referral Institute supports business professionals who rely on referrals, by creating profitable business relationships which enable business growth. The result: more money in less time, while building lifelong relationships—Referrals for Life®. For more information, visit www.referralinstitute.com.

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Media Inquiries:

Alyssa Kaplan

JoTo PR

888-202-4614 ext. 806

www.jotopr.com