

Contact:
Karla Jo Helms
kj@jotopr.com

BNI Can Be a “Money Making Machine” for Referral Based Businesses

Think businesses relying heavily on referrals have no recourse in the new economy? Think again. BNI WCF has become a “money making machine” for businesses who may otherwise go under.

TAMPA, FL (August 29, 2011) –People today do business with those that they know, like, and trust which is making some entrepreneurs reach for the necessary skills for successful referral based marketing. [Business Network International West Central Florida](#) (BNI WCF) is a money-making machine for businesses that rely heavily on referrals. According to Tom Fleming, Executive Director of BNI WCF, just over \$12M dollars was passed among BNI WCF members during May, Jun, July of this year which translates into about \$8500 per member per quarter or \$34,000 per year. A year or two ago the average seat was worth around \$26-28K. The goal of BNI WCF is to have the average seat in the region be worth \$75,000 per year and they have different initiatives in place to move in this direction.

BNI WCF helps business professionals that rely on referrals for a large percentage of their client base make money and save time by offering personal development training in the areas of leadership, management, marketing, and public speaking through the Referral Institute and various business networking events.

Business professionals also have the opportunity to establish their own chapter of BNI WCF to take on a leadership role and put the personal development and referral based marketing skills they have learned into good practice. Each local chapter of BNI WCF is a conglomerate where each chapter and its members are in the business of promoting the products and services of their fellow members. Productivity is measured on a weekly and monthly basis through the process of tracking referrals which generates massive results.

Last month BNI WCF trained 1000 members across 8 different 5 hour trainings in personal and professional development.



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"BNI actually changed me personally," says Fred Tonte of National Property Inspections, a BNI member. "Being a manager in the field of construction, I never had to network. It was scary to think I had to approach someone else and strike up a conversation. BNI has taken me out of my shell and to a comfort level that I never imagined I would be at."

"Our business of Residential and Commercial Inspections made it through a very tough summer, thanks to BNI. Our business is growing and we are getting more and more referrals each month from several different people. We plan to double our business by the end of the year."

About Tom Fleming and Business Network International:

BNI is the largest business networking organization in the world and offers members and prospective members the opportunity to share business referrals or initiate a local chapter of BNI.

Tom Fleming is the Executive Director for BNI in West Central Florida and the Referral Institute. When Tom acquired the region, BNI WCF had one chapter with 13 members. The region now has over 40 chapters with 1600 members passing \$50,000,000 in business to each other in the past year alone.

Tom is sought out as a local, national and international speaker on the subjects of marketing businesses by referral and organizational development. He is also a contributing author in two best-selling books on referral based marketing and has been recorded on many educational CD's produced from his speaking engagements. Prior to beginning his career as an entrepreneur, Tom worked for various Fortune 500 firms, earned an MBA from Babson College and a Bachelor's Degree in business from Boston University.

Visit BNI West Central Florida at www.bniwcf.com.



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