

BNI West Central Florida Creates \$77 Million in Increased Business in 2012 for Members

Networking group BNI's latest statistical findings prove that along with membership, the Referral Institute's programs successfully impact money earned by members and referrals passed.

(Tampa, FL) December xx, 2012 – Recent statistics gathered from [BNI West Central Florida](#), a professional networking organization, reveals that [Referral Institute](#)'s courses pay off for business professionals. The BNI numbers show that over the past 12 months, the group exceeded \$77 million in business between members, and have had a steady increase in the number of chapters and people involved.

A recent article stated that networking must be strategically implemented in order to raise interest, gain trust and get referrals (1). In BNI, programs are offered for members in a structured setting to teach the proper way to give business referrals, and in turn, receive referrals themselves. Some sessions are part of the Referral Institute, designed specifically to help hone networking and referral-based marketing skills.

BNI Revenues and Gross Commissions earned from referrals are referred to as "thank you for closed business" dollars, or "TYFCB", and is a way to measure how effective the membership, training, courses, seminars and meetings are. Members also use their applied networking skills and techniques to spread the word about their BNI chapters. Between 2009 and 2012, the West Central Florida figures reported were:

- **2009**
 - Total Chapters: 36
 - Total Members: 1345
 - Total Referrals: 60,203
 - **Total TYCB: \$28,510,196.00**
- **2010**
 - Total Chapters: 40
 - Total Members: 1527
 - Total Referrals: 77,611
 - **Total TYCB: \$38,274,933.00**
- **2011**
 - Total Chapters: 42
 - Total Members: 1730

- o Total Referrals: 84,017
- o **Total TYCB: \$69,278,958.00**
- **2012**
 - o Total Chapters: 43
 - o Total Members: 1739
 - o Total Referrals: 87,246
 - o **Total TYCB: \$77,198,218.00**

Tom Fleming, Executive Director of BNI's West Central Florida region, says that the results demonstrate the advantages of BNI membership and the Referral Institute training combined.

The Referral Institute provides training and tools for business professionals to achieve financial success within any and all of their networking and referral-based marketing activities. Two [Referral Institute programs](#) designed to help hone networking and referral-based marketing skills are Certified Networker® and Room Full of Referrals™:

1. The [Certified Networker](#) program is a 12-module college-level class that gives participants tools for saving time and making more money through increased referral generation.
2. The [Room Full of Referrals](#) 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.

"Our members are grasping the concepts of the programs and applying these concepts to BNI, not just to their personal businesses," Fleming commented. "It's incredible to see how the (Referral Institute) programs directly relate to membership and money made through referrals each year."

The [Referral Institute](#) is opening their doors for a FREE [Certified Networker](#) Educational and Introductory Evening on Thursday, January 17, 2013, from 5:30-7:30 PM at the Wyndham in Tampa, FL. Attendees should RSVP by January 14 to tampa@referralinstitutetampa.com.

For more information on the Referral Institute, visit www.referralinstitute.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.

- (1) Yahoovoices.com, Accessed December 20, 2012. <http://voices.yahoo.com/the-importance-business-networking-as-business-6249810.html>

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