

BNI Weekly Presentation / (Referral Request)

DEER Framework - Some Helpful Hints

General Guidelines:

1. Keep it short, sharp and to the point
2. Be positive and upbeat
3. A "Weekly Presentation" is designed to educate your sales team, not to sell to them
4. Cater for differing learning styles (VAKE)
5. Cater for differing personality profiles (DISC)
6. Focus on one specific thing to talk about each week ("Attention Grabber" & LCD, or USP)
7. Ask for help from your "Sales Team" to find your ideal referral. Ask for the Specific Order !!
8. Match your "Weekly Presentation" for a referral to your "Attention Grabber" & LCD or USP
9. Have a bank of "Weekly Presentations" and rotate them over 8-10 weeks or use your 50 keyword list each week, to build up a stockpile. Remember to tap into topical things
10. Practice before hand, checking for content, structure, relevance and TIMING (45 seconds)

D.E.E.R Components	Elements	Time	Script
<u>DISRUPT</u>	Opening Attention "Grabber"	4 Sec	"Belt Out" a short statement to gain attention
<u>ENGAGE</u>	Your name and business name	4 Sec	
	Location	4 Sec	
	5 word overview of your Business Speciality	4 Sec	<u>I hold the "XYZ" Business Speciality in the Chapter</u>
<u>EDUCATE</u>	Only 1 specific element of your business that you wish to educate your sales team (chapter members) on today (LCD, USP, Keyword, Top Problem Solved, Client Experience, Upcoming Event)	20 sec	<u>One Specific Keyword to elaborate on ?</u> <div style="border: 1px solid black; width: 150px; height: 100px; margin-left: 10px;"></div>
<u>REQUEST</u>	Your Ask ? (Ideal Referral this week)	5 sec	<u>ASK for the name of ONE Specific Person to be introduced to</u>
	Memory Hook / Tagline	4 sec	
	Less than	45 Sec	