



## **BNI, Favorite Networking Group of Always Best Care ?**

There is an old business adage that says, "People do business with people they know, like, and trust." It has been around so long that many business people debate who originally said it. Perhaps even more important than the name of the person who said it is that the majority of business people believe it. In fact, many business people swear that this is the key to their success. One might ask, "How can I get other business people to know, like, and trust me so that I can generate referrals for my business?" In other words, "How do I start business relationships?"

The Franchise Development at Always Best Care Senior Services believes that one of the best tools a business owner or sales and marketing individual can use to generate referrals is a networking group. Networking groups are a collection of professionals that meet to share information about their companies and connect to other companies who could use, promote, or compliment their services or products. Networking groups can be organized in many ways from industry-related groups (senior care), gender specific (men or women only), community-based (Chamber of Commerce) or lead generating groups like LeTip or Business Networking International.

Business Networking International (BNI), is a personal and professional favorite networking group for me. As a Franchise Development Trainer with Always Best Care and former member of the Professional Business Builder Chapter of BNI in St. Louis, Missouri, I strongly recommend BNI to new franchise owners for two main reasons. First, BNI offers networking-skills-training is provided in a classroom and practical meeting environment. If you are new to the world of networking, the structured format to acquire and build upon your networking skills cultivates focus, making it easier to master for new members. Secondly, each chapter has leadership teams and mentors to lead, coach, and demonstrate the process with the goal to help you succeed. Not to mention you have the camaraderie of fellow business owners who are going through the same thing. Imagine a room full of people sincerely interested in help you and your business profit. For these reasons and many others, when and I am asked, "Why BNI?" I simply reply, "Why not, BNI?"

BNI is the largest business networking organization in the world. The organization was created by Ivan Misner, who saw the value of relationship based business building. To Misner, the "Giver's Gain" philosophy of sharing business has proven to be true.

Twenty-five years and many chapters later, the core principle of BNI and effective networking is based on the strength of the business relationships that you build. The three part relationship-building process of visibility, credibility, and profitability result in the know-like-trust component that has been paramount to the successful status of this organization.

For more information on this subject and to learn why the Franchise Development Team and many of the Care Coordinators at Always Best Care recommend BNI, visit [www.alwaysbestcare.com](http://www.alwaysbestcare.com) to contact an office near you.

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