



Strategic Referral Marketing Workshops

Another “Mastery” series on the power of networking and referral marketing

The power of knowing the **right people** with the **right connections**, and being a **centre of influence** is tremendous. Discover how to turn networking into a **cost-effective marketing** and **business building** tool. Word of mouth – you know its power, now learn how to use it to **increase referrals** and **grow your business**.

Workshop 1: **BUILDING BUSINESS BY REFERRALS**

by **MERVIN YEO**

- ✓ Introduction to the Business World of Networking
- ✓ Four Ways to Market Your Business
- ✓ Word of Mouth Marketing – Facts & Figures
- ✓ Six Types of Networking Groups
- ✓ Starter Kit for a Profitable Referral Generating Group

Workshop 2: **THE REFERRAL CONVERSATION**

by **LEONARD SONG**

- ✓ Why have conversations at all?
- ✓ The most important tool in the conversation.
- ✓ Seven competencies in the Conversation.
- ✓ Asking that important question?

FOR WHOM

Entrepreneurs, consultants, professionals, sales and marketing executives who want to grow their businesses through endless referrals.

THE FACILITATORS



MERVIN YEO, Founding National Director of BNI Singapore and co-National Director of BNI Indonesia and the Philippines, is a Trainer in the Certified Networker Program (Referral Institute, USA). He is a contributing author to the New York Times best-seller Masters of Networking.



LEONARD SONG, Training Director of BNI. With his unique experience as a business coach and six years as an active BNI member and Director, Leonard understands first hand problems faced by businessmen and develops solutions to help them be more effective at building their Word of Mouth marketing system.

WHEN & WHERE

Date: 10 Jun 2009 Time: 9am to 12.30pm Venue: Fx1 Academy, 20 Upper Circular Road, The Riverwalk #B1-26/29

INVESTMENT: \$50 (before 2 Jun) | \$68 (after 2 Jun). Closing date: 6 Jun 2009

REGISTRATION: Register today at www.bni.com.sg or www.bniefvents.sg

ENQUIRY: sam@bni.com.sg

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