

# Strategic Referral Marketing Workshops

## Another Mastery Series on the Power of Networking



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 qualified referrals.

#### **THE FACILITATORS**



**MERVIN YEO** is the Founding National Director of BNI Singapore and co-National Director of BNI Indonesia and the Philippines. Called a “Networking Guru” by a Straits Times reporter, he is a contributing author to the New York Times best-seller *Masters of Networking*.



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

#### **WHEN & WHERE**

Date: 24 Mar 2010 Time: 9am to 12.30pm Venue: 210 Middle Road #07-08 IOI Plaza (MIS)

**INVESTMENT:** \$95 | \$80 (before 26 Feb). Closing date: 19 Mar 2010

**REGISTRATION:** Register today at [www.bni.com.sg](http://www.bni.com.sg) or [www.bnিয়েvents.sg](http://www.bnিয়েvents.sg)

**ENQUIRY:** [sam@bni.com.sg](mailto:sam@bni.com.sg)

Organised by:

