



BNICANADA.CA

## With BNI<sup>®</sup> you can

BNI is a professional organization that allows only one person per profession in each chapter. Belonging to BNI is like having dozens of salespeople working for you because all your fellow members are carrying your business cards.

**When they meet someone new who could use your products or services - they pass along your card. It's that simple!**

Successful business professionals depend on word of mouth. Word of mouth is the most cost-effective form of advertising. BNI provides a structured and supportive system of giving and receiving business referrals.

It does so by providing an environment in which you will develop personal relationships with dozens of other qualified business professionals. By establishing "formal" relationships with other people, you will have the opportunity to substantially increase your business.

- ✔ **Grow your business**
- ✔ **Fine tune your presentation skills**
- ✔ **Develop an advisory group**
- ✔ **Participate in joint-marketing efforts**
- ✔ **Arrange speaking engagements**
- ✔ **Become a resource for your customers**
- ✔ **Learn to "work" a trade show**
- ✔ **Create a personal support group**
- ✔ **Become an effective public speaker**
- ✔ **Gain valuable feedback**
- ✔ **Become a networking "Master"**
- ✔ **Learn new sales techniques**



***Changing the Way the World Does Business<sup>®</sup>***

# Below is a *partial* list of business categories which have been successful in BNI...

- |                       |                           |   |
|-----------------------|---------------------------|---|
| Accountant (CPA)      | Employment agency         | Office furniture                        |
| Advertising agency    | Financing                 | Office supplies                         |
| Air conditioning      | Florist                   | Optometrist                             |
| Answering service     | Formal wear               | Orthodontist                            |
| Appliance sales       | Furniture dealer          | Pest control                            |
| Appraisers            | Gardening                 | Pharmacy                                |
| Architect             | General maintenance       | Photography                             |
| Art dealer            | Hair stylist              | Plumber                                 |
| Artist                | Hardware                  | Podiatrist                              |
| Attorney              | Heating                   | Pool service                            |
| Auto repair           | Hot tubs & pools          | Printer                                 |
| Automobile dealer     | Insurance, casualty, life | Psychologist                            |
| Banking               | Interior design           | Public relations                        |
| Bookkeeping           | Investment securities     | Real estate, commercial and residential |
| Bookstore             | Janitorial service        | Restaurant                              |
| Burglar alarms        | Jeweler                   | Savings & loan                          |
| Business broker       | Landscaper                | Secretarial                             |
| Business forms        | Lighting fixtures         | Signs                                   |
| Carpet cleaner        | Loan agent                | Sound systems                           |
| Caterer               | Locksmith                 | Specialties                             |
| Cellular phone        | Lumber retailer           | Sporting goods                          |
| Chiropractor          | Management consultants    | Tire repair                             |
| Clothing sales        | Marketing consultants     | Travel agent                            |
| Coffee service        | Mortgage                  | Trophies                                |
| Computer systems      | Newspaper                 | TV repair                               |
| Contractor            | Nursery                   | Upholstery                              |
| Dance instructor      |                           | Veterinarian                            |
| Data processing       |                           | Word processing                         |
| Dentist               |                           |   |
| Direct mail           |                           |   |
| Display               |                           |   |
| Dry cleaners          |                           |   |
| Electrical contractor |                           |   |

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For more information please contact:



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