
1.6.4. Suggested Purpose and Overview Statements

1. We allow only one member from each classification into the chapter. Some enterprising companies are actually having one of their employees placed into every chapter that is opened. In our area, only one person from your business category will be able to join a chapter this year. As we grow, you will see some visitors who wish they could be members but whose category is already filled.
2. BNI® is a business and professional networking organization that allows one representative from each classification to join. The sole purpose of the group is to give its members more business. It's based on the concept that what goes around comes around. If you give business to me, I will give business to you.
3. Being a member of BNI® is like having _____ salespeople working for you. Members carry a card file with everyone's business cards in it. When they speak to a client, associate, or friend who mentions a need represented by the group, members can provide a referral to fill that need.
4. Referrals are the most cost-effective form of advertising possible. BNI® provides a structured environment for the development and exchange of quality business referrals for both men and women. If referrals are an important part of your business, then BNI® is the organization for you.
5. There is a network beyond members of each chapter. Each member knows dozens of people, who in turn know dozens of people. Through this "extended network" come most of the business referrals that are given each week. The average chapter of BNI® (that is least three months old) gives over 60 referrals per month to its members.
6. BNI® teaches business people that networking is more about farming than it is about hunting. It is about developing relationships that result in referrals for each other.
7. Increasing and maintaining your "Word-of-Mouth" based business depends on the BNI® process of members educating each other about what they do and what kinds of referrals they want. Our success as a chapter is tied in with your success in business.
8. As business professionals, we all need an edge over our competition. How many people are doing what you do in the area? Well, in BNI® you have an edge over your competitors because none of them can join this chapter – we only allow one person per classification.

1.7. BNI® Policies

1.7.1. BNI® Code of Ethics

1. I will provide the quality of services at the prices that I have quoted.
2. I will be truthful with the Members and their referrals.
3. I will build goodwill and trust among Members and their referrals.
4. I will take responsibility for following up on the referrals I receive.
5. I will display a positive and supportive attitude.
6. I will live up to the ethical standards of my profession.

Professional standards outlined in a formal code of conduct for any profession supersede the above standards. This means that a Member belonging to a profession that has a more stringent standard must adhere to that higher standard.