

Fast Tracking the Fundamentals

How To Starter Kit

NOTE: You can get the latest and great information on the Fast Track Program at – www.delfuego.com/bni

Welcome to **Fast Tracking The Fundamentals**. This is your easy, step-by-step starter kit to get you going.

Your starter kit has the following components:

1. The **How To** Document – which is what you are reading now.
2. **Two Videos** – which can be viewed and/or downloaded from <http://www.delfuego.com/bni/videos.aspx>.
3. **Testimonials** from members who have already done Fast Track Read their stories in the PDF document. [Click here to view the document](#).
4. **The Fast Track Program At-A-Glance PDF**, that gives a snap shot of the process and results (stats on referrals and visitors) from BNI Houston East when they began the program. [Click here to view the document](#). And, continuing results are reported as well.



Background - Starting with the Secrets and Moving to a Full Chapter Program

If you are not familiar with *BNI Networking Secrets*, it is a 3 hour audio CD with a 13 week curriculum on the *How To's* about BNI delivered by Dr. Ivan Misner and Tom Fleming. The 3 CDs provide the *basics*, for any BNI member, to better understand and engage in what BNI offers. It has been developed over a two year period and has had great feedback from all listeners, including new and seasoned BNI members.

What's new is that BNI Networking Secrets has evolved into a complete Chapter program – **Fast Track** - because of the results from entire Chapters using the CDs as their team's foundation for audio learning. And, the Fast Track program is now approved as an experimental Chapter program.

What have our results been? When Chapters **follow the process** for the Fast Track program, they can double their referrals in sixty days, increase membership and visitors and, perhaps most importantly, create a renewed sense of excitement about being a

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BNI member! And, results just in - retention is positively affected in Chapters doing the Fast Track program.

One way the Fast Track program is available to Executive Directors is through the affiliate program. A link can be set up on the home page of your website so that when members click on the *BNI Networking Secrets* CD cover from your home page, they can obtain their copy. Benefits to you include:

1. It's easy for members and Chapters to get their copies.
2. You don't have to carry any inventory.
3. del Fuego takes care of all shipping and handling.

The price for CD set is \$39.95 plus shipping. We are now offering free shipping on Chapter packages so that when a Chapter purchases 25 or more, they receive free shipping.

If think you should already have your affiliate link and don't, please contact us – sara@delfuego.com or Flynn@delfuego.com or 512-736-8716 or 512-576-0556

From the BNI Store

And, if you prefer not to have an affiliate link, you can order the BNI Networking Secrets CDs directly from the BNI store. Some directors prefer to order in bulk from the BNI Store. If you decide to do that, we are still available to support you and your Chapters and still manage the program for you and your region!

The Fast Track Process

This process has proven to be extremely effective and resulted in excitement about the program throughout an entire region. You may decide to do something different, but we want to share this process with you because it is proven and works.

The process is as follows.

1. Have every member in a Chapter obtain their copy of *BNI Networking Secrets*. Members can buy their copy individually or Chapters can make the decision to buy copies for the entire Chapter. They simply go to your website and click on the *BNI Networking Secrets* cover to order their copy. We have new information every day about how Chapters are getting this done so just contact us if you would like the latest on this.
2. Give every member in the Chapter 2 weeks to listen to the CDs. When members listen all at once, everyone gets on the same page at the same time, and this is what really begins to produce the jump in referrals and visitors. ***Everyone comes to the table with the same information at the same time!***

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3. When a member finishes listening to the CDs, they take the Fast Track test.
4. When the member passes the test, they are awarded the Fast Tracker ribbon.
5. Then, at the end of the 2 week “listening” period, the Chapter begins the 13 week Fast Track Educational Curriculum

Launching Your Region

Step One – Make the Decision

Your first step is to make the decision that you want each member in your region to have *BNI Networking Secrets*.

Let your region know, in your own words, that this is a new program and it allows everyone in a Chapter to be on the same page at the same time with the fundamentals of BNI. It's an easy and fun way to *make sure everyone has the fundamentals down solid so their Chapter can work together to be successful*. What we have proven is that when everyone is on the same page at the same time – *referrals and visitors double*.

Step Two – Leadership Team Buy-in

Start with your Leadership Team. Get their buy-in. They should be the first *Fast Trackers* and be role models for the region. The following are some ideas that help get Leadership Teams on board and we also have regular conference calls where you can have your team call in, ask questions and get support. For more info on the calls – just visit www.delfuego.com/bni

In this section, the terminology “Leadership Team” refers collectively and generically to Assistant Directors, Ambassadors, and Chapter Presidents. You will know best how this translates for your area and who are the appropriate people to roll this out.

Meet with your Leadership Team and show them the two videos.

- To view the videos go to <http://www.delfuego.com/bni/videos.aspx>. You can either play the videos directly from the site or download them to your computer. The instructions on how to do both are on the page with the videos.

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NOTE – SUPPORT FOR PLAYING AND DOWNLOADING THE VIDEOS

As you probably know, the speed with which the videos play and download are dependent on the bandwidth you have for your Internet connection. The faster the bandwidth, the better the quality of the video when you play it and the faster it will download. It's possible to play it with a dial-up connection, but it will likely be jerky and out of sync.

If you have any trouble either viewing or downloading the videos, contact us. Our contact information is on the bottom of each page of this document. We can always put the videos in the mail to you if you can't play or download them

What's in the videos?

- The first video is about 12 minutes long and is designed to get the Leadership Team excited about Fast Track and what it can do for Chapters. It answers their questions and provides a framework for understanding how the program works and why. When you look at this video and hear the song at the beginning and end, you can tell how much fun we had in this region.
- The second video is about 6 minutes and is designed for Chapter members. It gets members excited about what *BNI Networking Secrets* can do for their business, their Chapter, and their referrals. This version is good to show Chapters because it will help you demonstrate the value of the CDs by hearing the incredible experiences of members in other Chapters, with the value described in members' own words!
- Once you have shown the videos, get input from your Leadership Team. Discuss the results from BNI Houston East that are discussed on both videos.

Snapshot results from the videos:

- Leadership video – referrals and visitors doubled in 6 weeks.
- Membership video – members' businesses doubled and their engagement in BNI is much stronger whether new or seasoned.

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- Share the [PDF testimonials](#) with your team. In this document, there are more than 35 testimonials from members telling their story of how *BNI Networking Secrets* CDs has improved their BNI experience and their business. You may also want to email a copy to the Leadership Team so they can make copies for Chapters.
- We update [testimonials on the website](#) frequently so make sure you have the ones you want and, we are glad to add yours when you are ready.

Being able to hear what Ivan himself has to say is not only educational but an inspiration. He leaves you with the feeling that 'you can do this.' I feel it has helped tremendously in our Chapter because we are helping each other gain business almost twice as much as before."

*Cortney Bradford, Gulf Coast Recycling,
Beaumont, TX*

You may want to tell the Leadership Team you are giving them the opportunity to be the first to complete the Fast Track Process. You will want to give them a specific timeframe in which to get it done before you launch the program with Chapters. The timeframe is up to you. Mark Taylor at BNI Houston East gave his Leadership Team 30 days to:

1. Get their copy of the CDs
2. Listen
3. Pass the Fast Tracker test and
4. Receive their Fast Tracker ribbon.

It's important that each member of your Leadership Team obtain their copy and listen so that as they work with their Chapters, they can identify and point to the benefits from their own experience.

Step Three – Find Chapters to Start

These don't have to be Chapters in trouble. They can be Chapters who are performing and passing referrals, but that you believe can kick it up a notch. They can be Chapters who are already great and want to get better.

We recommend you start with at least 3 Chapters. The reason it's important to identify at least three, is because three Chapters create the momentum you need to get the program going in your region. When this happens, Chapters become competitive with each other and the program develops an energy of its own.

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Step Four – Launch Chapters

Once you have selected the Chapters you want to launch, have your Assistant Directors present the program to the Chapter. This includes:

1. Showing the 6 minute video. The video is really important because it gets the Chapter excited and shows the value of the program from members, to members.
2. Talking about the results from the video.
3. Sharing the testimonials
4. Use the Chapter Presentation available from Kate Mulder to get the Chapter focused. Contact flynn@delfuego.com or sara@delfuego.com for the presentation or you can also get it at www.delfuego.com/bni

Once you have buy-in from the Chapter and they are ready to get started, place the order and have the Chapter President and the Educational Coordinator join a conference call to answer any questions, give support, and go through the Fast Track process. Explain the process and give them a deadline for when they all need to have listened to the CDs. The deadline that is working best is two weeks. So once the Chapter decides to go with the program, members have two weeks to obtain their copy of the CD, listen, and pass the Fast Tracker test (with a 100% score). Completing the test takes about 5 minutes, max, **if you have listened**. The test is designed to check that you have listened to the series. The curriculum is interactive and takes the learning to the next level for the entire Chapter.

Step Five – Start the Fast Track Educational Curriculum

Once everyone has listened to the CDs, it's time to implement the Education Coordinator curriculum. This is a 13 week curriculum that helps the members and the Chapter embed the learning from the CDs and continue to energize the Chapter to increase referrals and visitors.

The curriculum is fun and easy.

When a Chapter is ready to start the curriculum, just contact us and we will get you the curriculum and set up a brief call with the Education Coordinator to kick it off. On the call, we walk through the curriculum to make sure the Education Coordinator understands how it works.

The first component of the curriculum that is critical is to set a Chapter goal and individual member goals. The reason we do this is because it really helps to get the entire Chapter committed to the learning and applying the fundamentals. And it personalizes the learning for each member. It also gives you a great way to “track” the learning each week and see how well the Chapter is doing, based on the goal they set.

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Step Six – Scoring with the Chapter Score Card

Before you begin the curriculum, gather the “before” statistics and record the results on the Chapter Score Card.

Here is the process one of the Education Coordinators used at BNI Houston East/Southeast Texas that is having a powerful and immediate impact on every member.

The Education Coordinator goes back through the Chapter’s stats for the previous months to show:

1. The number of referrals, per member, given and received.
2. The number of visitors each week.
3. The number of new members.

The Education Coordinator went back 13 weeks.

Then the Education Coordinator reviews this information at the meeting when the Chapter kicks off the Fast Track

Going forward, the VP reports out on the Score Card each week at a Chapter level in terms of referrals, visitors, and new members.

This gives you and the Chapter the information to track the progress over the 3 month period. What you track may be different, depending on the specific goal you set.

When you are ready for the Chapter Score Card, contact us and we will send it to you.

Step Seven – Stay in Touch

We are here to support you and make this as fun and easy as possible. We are only a phone call or email away. See us as your support team for you, your Leadership Team, and your members. Our goal is for YOU and YOUR REGION to be successful.

And, we want to be able to schedule a phone call if you’d like to help you get this started Just imagine the results of your Chapters doubling their referrals in 60 days!

Assistant Director Resources to Support the Chapter

Some Assistant Directors are scheduling 6 week visits and 12 week visits for Chapters who are Fast Tracking, and here are some resources for you for those visits.

- BNI Jeopardy Curriculum - A fun way to test learning

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- Know the Chapter goal and see how they are doing on the way to the goal.
- Ask – when you visit – the one key learning they have applied that is making a difference.

Questions You May Have

What is the Fast Tracker Test?

A very simple 10 question test that lets you know the member has truly listened to the CDs. It's an easy way for you to track accountability. Just let us know and we will email you the test.

Who scores the test?

Up to you how this will work best for your region. Here is a suggested process.

- When a member has listened to the CDs, have them email their Assistant Director or the point of contact you designate, to request the test.
- They get the test, take it, and email it back.
- Whoever you have designated scores the test and shares the results with the member.
- Then you award the Fast Tracker Ribbon.

How do you award the ribbon?

Again this is up to you, but what has been working is taking just a very few moments at each Chapter meeting and recognizing the members in front of their Chapter and the Chapter president or Chapter Assistant Director awards the ribbon.

As you know, recognition is always important. The experience from BNI Houston East is that once the Leadership Team and a few members begin wearing their Fast Tracker Ribbons, it creates the interest, excitement, and a ground swell. "Where did you get that? I want one. How do I get one?"

Where do I get the ribbons?

You can order the Fast Tracker ribbons from Mary Alice Griffin, President of Golden Triangle Referral Group in Beaumont Texas – maryalice.griffin@proforma.com.

What are the Chapter sizes that started the program at BNI Houston East?

The Chapters that launched the Fast Track Program in BNI Houston East ranged from 23 to 39 members. We also have Chapters implementing Fast Track with 15 members and working to rebuild the Chapter.

Here are the stats from Mary Alice's Chapter. *Mary Alice Griffin, President of Golden Triangle Referral Group, BNI Houston East/Southeast Texas, Owner ProForma.*

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Results from the Golden Triangle Referral Group, BNI Houston East/Southeast Texas

- Average number of referrals per week increased from 43 to 74.
- Before Fast Track, 10 members were making 65% of the referrals. Now 96% of the members make at least one referral per week.
- Quality of referrals has increased.
- Accountability has increased.
- The number of members bringing visitors is increasing.
- Member report cards were an important part of this process.
- “VCP” and “Wind Sprints” are now staples in the Chapter’s vocabulary.

What’s been the feedback from members, both new and long term?

Both videos give you the sincere and candid feedback from new and seasoned members. You can also read what members are saying from the testimonials. Again all of this is available at www.delfuego.com/bni.

Why the educational curriculum?

Because it’s a great way to embed the learning and continue the excitement members have when they listen to the CDs. What we are finding is that when Chapters go through the curriculum, members continue to listen to the CDs pre and post Chapter meetings so they stay on their toes when it comes their turn to *interact*.

What do we do for new members once a Chapter has bought copies for every existing member?

Different Chapters are handling this in different ways. Here are a couple of options.

- Buy a copy for every new member and apply that month’s Chapter fees to the cost of the CDs.
- Buy the copy for the new member and give them 2 weeks to become a fast tracker (listen, take the test, get their ribbon). If, at the end of 2 weeks, they haven’t become a fast tracker, they pay the Chapter back for the CDs.

However you decide to do it, what’s most important is to have a process in place for the new member. You will see the benefits.

How does a Chapter finance buying all the CDs?

It depends on how the Chapter decides to do it. Some Chapters have the funds in their account to buy copies for all members. If not, they have each member buy their own copy. If the Chapter decides to buy the copies for all members they simply indicate, when they go to your site to purchase, how many copies they want. We are offering free shipping when a Chapter purchases 25 or more copies.

Who buys the ribbons?

Mark Taylor, the Executive Director from Houston East, bought the ribbons as a region expense and then provided them to the Assistant Directors to award as members become Fast Trackers.

What happens when a Chapter decides they want to do the Fast Track program?

Give the Chapter a deadline to order their CDs and begin the process. We suggest two weeks to get the CDs, listen, and pass the Fast Tracker Test. The sooner they listen and pass the test, the sooner you will experience the results, and the sooner you can begin the curriculum.

How often do you track results?

When a Chapter decides to become Fast Trackers, take a snapshot of their referrals (given & received), closed business income, and visitors statistics to determine their starting point. Once everyone in the Chapter is a Fast Tracker, then begin to track the data and see the difference. Don't forget to set a specific Chapter goal.

Why is it so important for an entire Chapter to get on board all at one time?

When everyone knows the same information at the same time, there is a super shift in performance and expectations. Dr. Misner explains it with the phrase, ***shared values must be in place for peak performance***. BNI Networking Secrets and the Fast Track program is a shared values *download for the entire Chapter*.

How many Chapters should I get going at once?

Three is great because that gives you the momentum and excitement in your region to give other Chapters the desire to get Fast Tracking. Once you have your first 3 Chapters going, begin to gather the stories and testimonials. Maybe make your own video and put it on your site with your testimonials. And you are now on the team and can share your knowledge and help other regions increase their success.