

MBX Performance Goals

Success in MBX referrals is not an accident; it occurs because of very intentional and structured behaviors. The most fundamental MBX disciplines are treating MBX meetings like a sales meeting at your business, taking care of your fellow chapter members first, and keeping your MBX folder in a readily accessible place. Beyond this, there are X other disciplines that will sharpen your skills and instincts as a successful networker. These are the disciplines.

1. Attend every meeting. Not doing so has a double consequence. It diminishes your credibility with the group. And it limits the opportunities you have to tell your sales team who you're looking for. MBX is very serious about this and will open a category when a member becomes to lackadaisical in attendance.
2. There are two occasions when you should stand at MBX meetings. The first is when you arrive. Remain standing until the president calls us to order. Use this time to meet visitors, talk to fellow members, and pass business. The second occasion to stand is whenever you are speaking: infomercial, 5-minute infomercial, announcements, etc. The act of standing adds authority and conviction to what you say and also makes people pay attention to what you are saying.
3. Prepare your infomercial ahead of time when possible. It will be more condensed and packed with information. It will eliminate wasteful speech. (You only have 30 seconds.)
4. Keep your MBX business card file up to date. Replace missing cards. It is your major tool for networking. Remember that we call what we do "referring" because of the personal connection we form between a client and a fellow MBXer. The card is the bridge for that connection.
5. Schedule an M & M meeting with EVERY chapter member. It is your responsibility to make the appointment, not the other member. The members you have not met with yet should be at the top of your list. Make the meeting about them. If you leave the M & M without having found out about them, you have missed a golden opportunity.
6. Attend the next MBX member effectiveness meeting (MEP). It will give you a great deal more information, a workbook, and a license to participate in the 5-minute, extended infomercial. You will be limited to the 30-second infomercial until you have completed our MEP class.