

# MBX Referral Basics

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*(What is the MBX four-letter word?) MBX works when certain principles are in play. Absent these principles, it is just another meeting. Here are some basic concepts that are essential to MBX success:*

1. Referrals depend on the keeping of an important set of contradictions.
  - a. The first side of the tension is the golden rule. Givers gain. What goes around comes around.
  - b. The other side of the tension is reciprocity. Generosity is generally limited. At some point there has to be returns.
    - i. There has to be obvious benefits for all concerned.
    - ii. The person **receiving the referral** is responsible for making the benefits of the referral clear to both the client and the referrer.
2. The referrer's reputation is on the line every time s/he makes a referral.
  - a. Referrals that are only leads **versus** referrals that result in solid business affect how the referrer is seen.
  - b. Also, the referee gives you a referral you have an opportunity to bolster or tarnish their reputation.
  - c. Referrals tie people together.
3. Things that accelerate the referral process: having dance cards, taking initiative for building the chapter, bringing guests, and giving testimonials. (Everyone has a relationship bank account. BNI is relational not transactional.)
4. Categories of referrals:
  - a. Surprise referrals. (Things stumbled on.)
  - b. Professional referrals. (Referrals that arise because of a professional relationship, e.g., a builder has a set of allied business with whom he does business.)
  - c. Structural referral. (What we do at MBX.)
    - i. What to look for.
    - ii. What to listen for.
    - iii. What to say to the referral.