Personal Goals Sheet

Setting Profitability Goals

Members know the importance of attending BNI Chapter meetings weekly, inviting visitors each week, participating in one-to-ones once a week, consistently looking for opportunities to give referrals, and all the other things that being part of BNI requires of us.

You need to have a good reason to do all that!

Knowing where you are going and being convinced that this is the path that will get you there is that good reason- ***"if you don't know where you are going, chances are you will end up somewhere else."***

What goals have you set for twelve months from now? How do you envision success in BNI at that point?

To get there, you need two types of goals. The first are...

My Profitability Goals...defining your desired *gain*

The Dreams you have about your business and the goals you set to get there provide the PULL that enables you to get up every day and do the things that will get you there.

The Givers Gain ratio – The referrals received and the referrals converted to customers or clients will be higher for some professionals that others based on the value and perceived risk involved in purchasing from you.

My Target for referred business in the next year is: **£**

The average value of a qualified referral to me is: **£**

My target number of referrals for the year is:

$$\frac{\textbf{Referred Business Target}}{\textbf{Average Referral Value}} = \underline{\qquad\qquad} \textbf{ Referrals}$$

Monitored through...

Date	Referrals Name	Referred By	Contacted Referral on (DATE)	Interest Hot - Warm- Tepid – Cold	Meet on Date	Follow up Meeting(s) date	Status Closed Might Close No Close	Approximate Value (If Closed)	Spin Offs Yes No