



# **The Power Partners of BNI Embarcadero**

## A MARKETING OVERVIEW

**BNI**EMBARCADERO!



## **Benefits to BNI Members**

- More referrals overall
- More opportunities to participate in bigger projects
- More potential closed business
- More ways to cross-sell the services of our six power groups and individual experts
- Keeps you top-of-mind with other people



## **Benefits to Prospective Clients**

- Have access to the inner circle of SF's largest networking group
- Don't have to join BNI to benefit from our expertise
- Can gain economies of scale by working with our power teams



## **The Six BNI Embarcadero Power Teams**

- Legal/Financial Service
- Information Technology Services
- Marketing Makeover Services
- Health & Fitness Services
- Relocation Services
- General Business/Lifestyle Services



## **The Components of our Power Team Marketing Materials**

- Recommended Sales Materials:
  - Sales Folder
  - Individual Inserts for each power team with list of services and email address
- Cost:
  - \$104/person to create and print



## Response Rate

A typical direct response campaign gets a response rate of 6%.

Based on that, if we close 50% of those opportunities at \$5,000 to \$10,000 per project, we can close \$75K to \$150K in additional revenue through power groups.