

'Choose to achieve direction over perfection.'

2009 BNI Sac Midtown Business Goals

Sac Midtown Mission Statement

The BNI Sacramento Midtown Chapter is a passionate team of business professionals who are committed to the selfless and aggressive growth of every member's business & the consistent expansion of our chapter.

2009 Goals

Annual Referral Revenue: \$500,000 by October, 2009.

Monthly Referrals: 2 per member.

As of January 2009 we have 26 existing members which can provide 52 referrals each month (26 x 2) or 624 referrals per year (52 x 12).

Average Revenue per Referral: \$801.28 (\$500k / 624)

The revenue for each closed referral, of course, may be significantly higher or lower than the average. Having an average gives us a point of reference to track our results for this year & allots for any necessary adjustments that need to be made going in to the next year.

Monthly Visitors: 1 per member.

If 26 members bring just one visitor each month that would provide 26 new visitors every month or 312 visitors per year (26 x 12)!

Visitor conversion ratios: Of course, not every one that visits will make the decision to join our chapter. This is why we use conversion ratios to track our progress.

A 15% conversion ratio would contribute 46 new members by the end of the year! (312 x 15%)

A 25% conversion ratio would contribute 78 new members by the end of the year! (312 x 25%)

Don't forget about attrition. It is a fact that all organizations will experience this to a certain extent. This is why we want to always be laser focused on what our visitor & business goals are.

If we promise to commit to the goals above, our chapter, & the referrals it collectively provides, will always be in a state of expansion.

'Yard by yard, life is hard. Inch by inch, it's a cinch.'

BNI Sacramento Mid Town Chapter
Success...on purpose.