



Proving that 'bucking the recession' is more than just a sound-byte - the Tribesman Chapter of Galway BNI has broken the million-euro mark in referred business. Given that the group is made up of 30 members, that puts a value of over €33,000 on each seat around the table - and that value grows with each business deal completed!

From landscapers to photographers, all of those thirty members are united by one goal that motivates them to be seated around a table at Glenlo Abbey Hotel at 7 am every Thursday morning - the will to grow their businesses and those of their fellow members.

Their success is rooted in word-of-mouth marketing or referrals. If you have a leaky roof, a fellow member will know someone who'll fix it. If you're happy with the work he does, you refer him to more people who go on to do the same for you - in short, it's viral. As a member of the Tribesman chapter of BNI, you get sales support you never thought possible. All 30 fellow members act as your sales force, so if someone asks the accountant if he knows anyone to help him out of a sticky downsizing situation, the accountant knows just the person and passes that business opportunity on to the HR professional in the group. The chapter operates the philosophy "givers gain" - if I give you business, then you will give me business. The figures don't lie.



Michael MacGinty, CEO of Meanweb (www.meanweb.ie) and current Tribesman chapter director takes it all in his stride. "There is simply no arguing with the strategy", he says. "You reap what you sow, and there is no end to the yield word-of-mouth networking can offer you, when you decide to make it work for you. Our chapter is proof of that. We have proven that promoting your business through BNI is much more cost-effective than other types of advertising. Not only that, but you grow your network of professionals, and through BNI training, you learn how to achieve best results from that network. And because each chapter allows only one professional in any category, members effectively lock out competition. We at Tribesman don't look at the short term gains. Building professional relationships is a long-term strategy - more farming than hunting!"

If you think you'd like to visit the chapter to see success in action, get in touch with any of the

members - see details at www.bnigalway.com . It's an early start on any given Thursday - members are generally there at 6.45 am - but once you arrive, it's non-stop networking, as a friendly visitor host or the person you've been in contact with, takes you around to informally introduce you to members of the group. You will have 60 seconds to promote your business and an opportunity to circulate your business card, followed by a full Irish breakfast afterwards. It's what might be called a win-win situation - can you afford to ignore €33,000 worth of potential business in one year? email info@bnigalway.co

m@bnigalway.com

or visit www.bnigalway.com

and get your business working.

There is an Open evening at the Glenlo Hotel on Feb 15th from 7 to 8.30 pm for anyone who wants to find out what they are all about.

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