

Bro. McKnight & Associates (BMA)



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Birds of a feather...shall we? **BMA INDUCTION NOTES**

Download: www.bma.or.ke/induction Doc Version: 20170724.004

Good Morning/Afternoon Ladies and Gentlemen, Welcome to BMA Induction.

Vision Casting (Why BMA Exists)

What is BMA? Bro. McKnight and Associates (BMA). Simply put, BMA is the next big thing like the UN.
Download: www.bma.or.ke/brochure

Trust Building (Who BMA Is)

BMA shall comprise of 8 Million+ Networking Associates with 7 Ranks in charge of 1,000 to 1 Billion Accounts (Clients and Investors) from Lowest to Highest respectively as follows:

1. 1 BMA Founding Chairman: Chief-in-Command (BMA FC/C-I-C) in charge of R&D and all
2. 1 BMA Vice Chair/Sec Gen: Second-in-Command (BMA VC/2-I-C) over Staff & Client Relations
3. 1 BMA Treasurer: Third-in-Command (BMA TR/3-I-C) in charge of Investor Relations
4. 251 BMA Advisory Boards at Global and Local Jurisdictions handpicked from among the Ranks
5. 7 BMA Networking Associate Generals (BMA NA/GEN) - 1B A/Cs
6. 70 BMA Networking Associate Major Generals (BMA NA/MGEN) - 100M A/Cs
7. 700 BMA Networking Associate Brigadier Generals (BMA NA/BGEN) - 10M A/Cs
8. 7K BMA Networking Associate Colonels (BMA NA/COL) - 1M A/Cs
9. 70K BMA Networking Associate Majors (BMA NA/MAJ) - 100K A/Cs
10. 700K BMA Networking Associate Captains (BMA NA/CPT) - 10K A/Cs
11. 7M BMA Networking Associate Lieutenants (BMA NA/LT) - 1K A/Cs

So who is Bro McKnight? Why the BMA Helmet Logo, Military Motto and Corporate Culture?
Download: www.bma.or.ke/testimony

BMA Custom of Credibility Intros (BMA CCI)

This is how BMA Associates should introduce themselves to Prospective Clients and Investors:

1. Your Name
2. Your Position or Job Title in BMA and other Organisations currently
3. Your Experience Highlights including Key Employers or Clients – Brand Names, Track Record
4. Your Education Highlights – The Courses, Institutions and Grades where favourable
5. Your Social, Family and Other Life e.g. I'm a Chelsea fan or I'm going to Jo'burg in December
6. When and How joined BMA – If you joined for less than 1 year, mention this in-house only.

The easiest way to remember the 5 points during conversations is with the acronym N.P.E.E.S. The structure should be invisible. Make your introduction flow as the Chairman's example. The length depends on your Available Time, Talking Speed and whether you are having an Elevator Pitch, One-on-One Meeting or a Conference Audience. Have a Full Version and a 1 Minute Version with few but key punches. Two actual, real examples:

"I am Simon Muigai, a BMA Advisory Board Member and the MD of Rated Fun Ventures. Simply put, BMA is the next big thing like the UN. We are an award-winning ... BMA runs a Hybrid Business Model with 20+ Products ... [Page 2, Paragraphs 2+4]. Rated Fun Ventures is a Team

Building, Air Ticketing, Events and Tours Company. Our Key Clients include Kenya Wildlife Service (KWS), Citi Bank, NIC Bank, Philips, Unilever and Pan Africa Life. One of the most memorable Events we managed was in Dubai for 100 pax. Previously, I worked for Royal Media Services and Nation Media Group. I have a BA in Tourism Management from Moi University. I fellowship at Nairobi Lighthouse Church where I met the Chairman of BMA in 2015."

"I am Muthoni Victoria, a BMA Networking Associate and a Real Estate Agent. Simply put, BMA is a political party...just kidding...BMA is the next big thing like the UN. We are an award-winning ... BMA runs a Hybrid Business Model with 20+ Products ... [Page 2, Paragraphs 2+4]. Previously, I worked for Urithi SACCO, Horizon Contact Centre and I&M Bank where I achieved the 2nd Best Sales Executive Nairobi Region Recognition Certificate for surpassing my annual target with over 200 Accounts. In Real Estate, I have closed rental sales worth KES 1.2 Million in the last two months. I studied Mass Communication at Multimedia University. I am also a Married Mom with 2 Kids. I joined BMA in 2008 via a competitive job application interview."

Of course, if you go to see a Client as more than one Associate then only the lead need say the BMA lines, no need to re-iterate. If any our Clients give you Deals for your other diverse Skill Sets and Contacts which may not necessarily be our Products the better. This is the essence of Networking. Market your BMA CCl's on QB (www.bma.or.ke/apps) with **#ilovebma #bmaelite** in your Description.

We currently receive about 150 Applications a month whenever we advertise vacancies. BMA is a meritocracy. We partner and hire based on merit first not nepotism or the like. So let's see, who are the other Eagles in the room? First of all, a round of applause to all Eagles in the room for making it here ahead other kinds of birds not here.

Ranks for Promotion are determined by the number of Accounts under you. With an Associate to Client/Investor Ratio of 1:1000, BMA therefore requires 8 Million+ Associates globally, who, by the way, shall shuttle around different Cities often: From Nairobi to Kigali, Jo'burg, Lagos, Dubai, London, New York, Dehli, Seoul, Sydney, Beijing, etc so BMA buying its own Private Jets seems inevitable. You may look forward to flying them as yet another incentive in those "Best Places to Work" Market Surveys.

Product Walkthrough (What BMA Does)

"Hello, we are BMA and we're here to advise you to throw away your Receipt Book!"

Having established that M-Shirika is currently our top priority earner, kindly take time to download and go through the Training Checklist and other M-Shirika Documentation from www.bma.or.ke/mshirika. Then familiarise yourself with QB, Vet Pal, Article1 and GSS on www.bma.or.ke/apps.

Contractual Docs (How to Partner with BMA)

There are 4 different types of legal documents to sign depending on what you want from BMA:

1. Associate/Referral MOU – 1 Page + NDSA
2. Client MOU – 1 Page + NDSA
3. Investors MOU – 1 Page + NDSA
4. Non-Disclosure and Non-Solicitation Agreement (NDSA) – 13 Pages

The MOUs are signed online when you apply at www.bma.or.ke/deals or email deals@bma.or.ke.

The following are examples and explanations of how to complete Key Clauses of the Associate MOU:

Suppose your name is Kate and you run a business called Kate Events and Décor, Inc. possibly with other partners and you wish to involve your business in dealing with BMA then enter your details in Clause 2 and state "...Acting by him/herself and on behalf of the Entity registered as **KATE EVENTS AND DÉCOR, INC.** ...(enter your business details)...Job Title as **CEO, KATE EVENTS AND DÉCOR & BMA NETWORKING ASSOCIATE** wherein the Associate shall split his/her income from BMA with his/her Entity on a Ratio of **THREE** to **TWO** ;

This means, suppose BMA should pay you \$10,000, we shall disburse \$6,000 to you personally and \$4,000 to your business. The choice of Ratio is at your own prerogative such as ONE to ONE, TWO to ONE, FOUR to ONE, etc. If you do not wish to involve your business in terms of Human, Financial or Other Resources, just write N/A – Not Applicable. Your Job Title on BMA side is either BMA NETWORKING ASSOCIATE or BMA ADVISORY BOARD MEMBER.

Clause 3: THAT the Chairman shall pay the Associate a One-Off Brokerage/Gratuity of **TWENTY** % Percentage and/or a Perpetual Commission/Royalty of **FIVE** % Percentage and/or an Allowance of KES/USD **N/A** for bringing in Deals Worth KES/USD **USD TEN THOUSAND** per **CLIENT(S)** .

This means, suppose you plan to bring in one or more Clients who pay a Total of \$10,000 per month for any of our Products and Services, BMA shall pay you \$2,000 One-Off and then \$500 every Month for the entire Tenure set in the Client MOU between 1-5 Years Renewable. This option gives you flexibility and does not place any pressure on you to reach a certain Target within a certain Timeframe.

Clause 3: THAT the Chairman shall pay the Associate a One-Off Brokerage/Gratuity of **TEN** % Percentage and/or a Perpetual Commission/Royalty of **FIVE** % Percentage and/or an Allowance of KES/USD **USD ONE THOUSAND** for bringing in Deals Worth KES/USD **USD TEN THOUSAND** per **MONTH** .

This means, suppose you plan to bring in one or more Clients who pay a Total of \$10,000 per month for any of our Products and Services, BMA shall pay you \$1,000 One-Off and then \$500 every Month for the entire Tenure set in the Client MOU between 1-5 Years Renewable. In addition, BMA shall pay you an Allowance of \$1,000 every Month subject to you closing your Deals within the same Month. Secondly, you have also implicitly set for yourself a Target by specifying an Allowance which must not exceed 20% of Target. Allowances may be either Pre-Paid or Post-Paid on a Case-by-Case basis. For Pre-Paid Allowances, the Associate must email BMA Top 3 Executives (Chairman, Sec Gen and Treasurer) and CC their Delegated National Proxies as to the merits of the Allowance. The DNP's shall exercise their Powers of Discretion in allocating the Allowance.

