



## **How to Successfully Invite Visitors**

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Don't tell prospective members too much. The less you tell them, the better. If you try to tell them everything you can about BNI and why it is so great, they will make a decision based on what you are telling them. It is like trying to give someone a haircut on the phone; you cannot get a prospective member excited just by telling them about BNI.

### **Let the MEETING Sell BNI**

All you want to do is to get them to come to the meeting. At that point, the meeting will sell them on BNI. If they see a structured meeting with supportive members helping each other and lots of business being done, they will want to become involved in your chapter.

### **Six “Don'ts” for Successful Inviting**

If you want to maximise the number of your invitees who agree to attend a meeting, never mention any of the following during your conversations with them, whether on the telephone or face-to-face:

1. 7:00AM
2. Breakfast
3. Weekly meetings
4. Networking (network marketing or “networking” is often associated with multilevel marketing, not word of mouth)
5. That dreaded four-letter word “JOIN”. Remember that you are not trying to get them to join the chapter, you are only inviting them to attend a meeting.
6. BNI's meeting agenda. Your objective in inviting them is to let them experience first-hand the excitement you felt when you decided to join your chapter.

### **So WHAT Should You Say?**

Here is a good way to make that initial approach. Use it word-for-word when you invite people and you will get a lot of visitors to your chapter:

“John, I am working with a group of local business people who are looking for a [insert the profession of the person you are inviting, e.g., plumber] to give their business to. Would you like to come and meet my colleagues?”

**Do not say ANYMORE – let the MEETING sell them.**