



# Inviting Mindset

## Let the Meeting Sell BNI

Don't tell prospective members too much! The less you tell them, the better. If you try to tell them everything about BNI, they will make a decision based on what you are telling them. It is like trying to give someone a haircut over the phone; you cannot get a prospective member excited just by telling them about 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 qualified business being passed, they will want to become involved in your referral network.

## Six "Don'ts" for Successful Inviting

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

1. 7:00 a.m.
2. Breakfast
3. Weekly meetings
4. Networking: Network marketing or networking is often associated with multilevel marketing, not word of mouth.
5. 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 agenda: Let them experience the excitement you felt when you decided to apply to 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 ...  
John, I am working with a group of local business professionals who are looking for a plumber (insert the profession of the person you are inviting) to give their business to. May I personally introduce you to my colleagues?

## Show a Benefit

"Would meeting 30 local business professionals be a benefit to you?" If the answer is yes, then say ...  
I'm a member of a local business group and, as a member, I can bring a guest. The meeting is on \_\_\_\_day at 7:00 am. You'll have a chance to introduce yourself and your company and hand out your business cards—so bring plenty. By the way, what type of people do you need to meet?

After they answer, figure out who in the chapter fits that description or knows people who do and then add ...

We have \_\_\_\_\_ in the chapter and he knows a lot of people who fit that description. What I'll do is arrange for him to stay after the meeting and introduce the two of you. Would that be helpful?

The important points are:

1. Find out if the person sees value in meeting other people.
2. Tell them they would get to promote themselves.
3. Arrange a one-to-one meeting, thereby giving extra value.
4. Get a commitment from the other person that it is a benefit to them.

## Support the 10-Minute Speaker

The weekly chapter meeting has designed into it a perfect opportunity to give exposure to an individual member. That opportunity is the "10-minute speaker" segment. This time can be used both by the other members and the speaker themselves. First, the members of the chapter should only invite if it is what the speaker wants. There are times that they may not want people brought specifically to hear them speak. Once the decision is made to invite guests, there are three types to invite:

1. Guests that fit the demographic that the speaker is looking for.
2. Client guests that match the demographics the speaker is looking for.
3. Guests that you want to introduce to someone else in the chapter and the speaker supplies a simple system for doing that.

The speaker can also use this time to their own advantage as well as the group's advantage. They can invite three different types of guests.

1. People they already have gotten in front of but could use a boost in credibility and a refresher to their relationship.
2. People who are already referring them business or could be but are not. This will allow the speaker to educate them on how to refer them and, maybe even get them into the chapter so the referrals can become a weekly occurrence.
3. People they want to introduce to someone else in the chapter.

The key points to this process are:

1. The chapter should be proactive.
2. The members can use the speaker to make referrals easier.
3. The speaker can help themselves both for their own business and giving referrals.