



INVITING MINDSET

Scripts for Inviting

I'm in a business referral group with a bunch of great business people. I've been getting a lot of business. Why don't you come with me? I can introduce you.

How's business? Are you looking for new clients? How would you like to come as my guest and meet 30 local business professionals?

Our Membership Committee is interviewing for a business law attorney for the only available spot in our chapter. We have business and referrals for a business law attorney. Why don't you visit?

We have 30 members in our business referral group. We need a contractor to pass our referrals to. I know you, like and trust your work. Would you be interested in interviewing for the opening?

Dean, what professions give you the most business? ... I am in a business referral group. I have a realtor, the top in her profession, in my group. I can introduce you to her. I'll call her to set up a three-way introduction for you to meet her at my next meeting.

Remember
When you market your chapter
You're marketing your business!



Educational Moment: How to invite guests to your BNI Meeting?

One of the most common questions in BNI is “how should I invite someone to my meeting?”

One suggestion would be to ask potential guests the following question: “Would meeting X number of local business people be a benefit to you?”

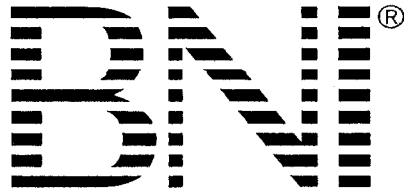
If the answer is yes, then say “I am a member of a local business group and, as a member, I can bring a guest. The meeting is on ___ day at ____ time. You’ll have a chance to introduce yourself and your company and hand out your business cards-so bring plenty. By the way, what type of people do you need to meet?”

After they answer, figure out who in the chapter fits that description or knows people who do and then adds, “We have _____ in the group 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?”

When the person agrees, he ends by saying, “Now that I’m doing this for you, are you going to buy me breakfast at the meeting?” They always say yes.

The important points are:

1. He finds out if the person saw value in meeting other people.
2. He tells them they would get to promote themselves.
3. He arranged a one-on-one meeting, thereby giving extra value.
4. He got a commitment from the other person that it was a benefit to them.



Sample Inviting Script

Inviting for membership (if you are looking for a specific profession). **Frank, before I hang up, can you recommend a (profession) in (your city or area)? I'm looking for the best I can find to refer business to.** Do not ask "do you know..." This is a simple and easy question to ask as during in-person meetings as well.

What do you do if Frank recommends Jim Smith? Your call to Jim Smith would go like this: **Mr Smith, my name is (**). I just talked to Frank, and he said that you are the best (profession) in (city).** Then the basic script (below).

Do This: Call someone you know. The script: **Frank, this is _____, I'd like a couple of minutes of your time. Is now OK, or should I call back?** Now or later: **Frank, I could use your help. I'm in a referral business group, and I need a few people to refer business to. Can I list 2 or 3 professions to see if you can recommend someone?** When you get a recommendation, use the script (below).

At every opportune moment (here is the script) **Are you looking for more business?** If the answer is "yes", **I work with several professionals who are looking for a (the profession) to refer business to. Would you like to meet them?** If you get another "yes": **They meet at (time, day, and location). Can you make that meeting?** If yes, ask for permission to follow up: **Give me your email address and I'll send you the exact meeting detail.** If you get a "no" at any point, don't just walk away. Instead, with a smile on your face, say **I understand. This is an unusual time for a business meeting. But these people are serious about finding the right (profession) to refer business to. Who do you recommend that I call?**

Don't try to explain what BNI is, other than this: **It's an organization where high-quality professionals refer business to each other.**

Inviting for Business. Visitors, whether or not they can or will apply for membership, want to meet your chapter members. Visitors BUY, and they can become clients and sources of more referrals for you.

Other ideas: Invite your prospects, clients, and associates to hear you when you are the main speaker. Let the chapter know who you want them to invite to hear you.

Note to Education Coordinator and VP: the chapter will benefit by practicing this, actually saying the words several times. Pair up and role-play.