

5

Simple Steps to Member Revenue Growth

BNI

bettertogether™

More Member Revenue

At BNI our primary goal is Member Success. For our Members, success comes in many forms, but for most, success means revenue growth.

Most Members don't realize that when it comes to their revenue growth, Chapter size really matters.

Members of bigger Chapters are often more successful because with more Members there are many more opportunities for referrals.

It may seem obvious, but to have more Members, Chapters need to invite new businesses to a Meeting to help them experience firsthand how we live our Core Values, build relationships, exchange referrals, and celebrate each others success in a culture of Givers Gain®.

By following the “5 Simple Steps to Member Revenue Growth” you can create a great Visitor experience that will result in Chapter growth and more revenue for our Members.

5 Simple Steps to Membership Growth

Creating a great Visitor experience is the key to Membership growth and increased Member revenue.

| Invite | Prepare | Welcome | Inform | Help Join |
|---|---|---|---|---|
| <p>Identify businesspeople in your community who would benefit the most from referral marketing and send them a personal invitation to join you at your next BNI Chapter Meeting.</p>     | <p>Make sure your Visitor has the date, time and location of the Meeting</p>  <p>or the Meeting link if the Meeting is online.</p>  <p>Explain what to expect during the Meeting and provide guidance on how to introduce themselves and present their business.</p> | <p>Welcome to BNI.</p>  <p>One of the most important things you can do is to make sure your guest feels welcome and has been introduced to other Members of your Chapter.</p>  | <p>Attending a Meeting is the best way to demonstrate how BNI's referral marketing system works and the many benefits of Membership. It's a great way for Visitors to experience firsthand how we live our Core Values, build relationships, exchange referrals, and celebrate each others success in a culture of Givers Gain®.</p>  | <p>After the Meeting, you should spend time with your guest to answer questions, highlight the benefits of BNI, and encourage them to apply for Membership.</p>  <p>Thank them for visiting and follow up personally within 24 hours to make sure they have applied.</p>  |

Make the Visitor feel like a welcomed guest in your home.

Invite

What

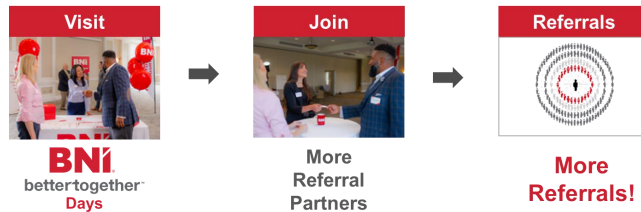
It's just common sense that if you invite more Visitors, you'll create more referral partners and receive more referrals!

Review key open seats in your Chapter and set goals to fill them.

Identify businesspeople in your community who would benefit the most from referral marketing and send them an invitation to join you at your next BNI Chapter Meeting.

Explain to your Members how they can increase their revenue by increasing the number of referral partners in the Chapter.

Encourage Members to invite each week.



Owner

President

Set a Membership goal for the Chapter, identify a Champion Visitor Host and encourage Members to invite.

Visitor Host

Help identify businesspeople in your community who would benefit from a BNI Membership. Help to rally Members to invite.

Members

Members should review their contacts and determine who would be a good fit for BNI.



Key Actions

- Take a minute in your Meeting to highlight how Membership growth benefits Member revenue growth.
- Review key open seats and ask Members to pull out their phones to invite.
- Personally encourage Members who seldom invite or never invite to help.

It's easy to invite using the BNI Connect App!



Engage all Members in inviting.

Prepare the Visitor

What

Most people feel a bit of anxiety when attending a Meeting of new people.

Making Visitors feel comfortable and excited to attend will improve Meeting attendance and create a better overall Visitor experience.

A personal phone call is the best way to engage Visitors to ensure attendance.

Make sure your Visitor has the date, time and location of the Meeting; if the Meeting is online, provide the Meeting link.

Explain what to expect during the Meeting and provide guidance on how to introduce themselves and present their business.



Owner

Visitor Host

As the Visitor Host, you play a critical role in making the Visitor feeling welcomed and excited to attend a Chapter Meeting.

Make sure the Visitor knows what to expect and ask if they have any questions.

Your interest in them and the enthusiasm you project will have a direct impact on whether they attend the Meeting or not.

It can't be said enough how important it is to have a phone conversation 24 hours before the Meeting. It provides a personal connection and an important reminder to attend.

“Hi, I’m with BNI!”



The Day Before the Meeting

Key Actions

- ▲ Make a personal phone call to the Visitor 24 hours before the Meeting and demonstrate hospitality.
- ▲ Set Expectations. Give a brief overview of what the Meeting will be like and let them ask questions.
- ▲ Make sure your Visitor has the date, time and location of the meeting.
- ▲ Remember to ask engaging questions:
 - ▲ “Can you send me a headshot for your slide?”
 - ▲ “Do you have any dietary restrictions?”
 - ▲ “Is there anyone I can introduce you to?”
- ▲ Prepare them to introduce themselves, describe what their business is and what an ideal client looks like.

Create excitement for your Visitors.

Warm Welcome

What

Be the first to seek out the Visitor to welcome them.

One of the most important things you can do is to make sure your guest feels welcome and has been introduced to other Members of your Chapter.

The Visitor will be evaluating whether or not they can see themselves being comfortable as part of your Chapter.

Try to find as many business and conversation connection points as possible with other Members.



Be the first to say hello

Owner

Visitor Host

Greet the Visitor warmly and introduce them to as many Members possible. Try to find conversation connection points related to their business with the other Members.

President

Make sure you build a Visitor welcome into your weekly presentation. How you welcome them will make a big difference in their comfort level throughout the meeting. Encourage your Members to say hello.

Members

You should think of Visitors as future referral partners and make a special effort to greet and welcome them.



Key Actions

- ▶ Be the first to say hello and express how happy you are that the Visitor has taken the time to join in the Meeting.
- ▶ Make sure the President has the Visitor's name, business name, and picture to include in the Meeting presentation slides.
- ▶ Encourage Members to welcome and engage the Visitor before, during and after the Meeting.
- ▶ TIP:
 - ▶ If the Meeting is in person, personally escort the Visitor around and introduce them to Members in their Contact Sphere.
 - ▶ If the Meeting is online, encourage the Members to welcome the Visitor in the chat.

Make the Visitor feel like a welcomed guest in your home.

Inform Visitors

What

Visitors need to understand how BNI works and see the value of what it provides for them to have the confidence to make the decision to join.

Having a Visitor attend a BNI Chapter Meeting is the best way to demonstrate how BNI's referral marketing system works and the many benefits of Membership.

It's a great way for Visitors to experience firsthand how we live our Core Values, build relationships, exchange referrals, and celebrate each other's success in a culture of Givers Gain®.

Owner

President

It is very important that Chapter presidents tailor the meeting to ensure that Visitors see the value of what BNI offers. Make sure to cover Core Values and emphasize relationship building and TYFCB.

Visitor Host

Throughout the Visitor experience, reinforce the value that BNI provides. Especially focus on the Visitor Orientation.

Members

As you meet Visitors, provide an example of how BNI has helped your business or changed your life.



Key Actions

- ▶ Showcase BNI's Core Values, emphasize relationship building and TYFCB.
- ▶ Reinforce the value of BNI by engaging in conversation during the Visitor Orientation:
 - ▶ What did you like about the meeting?
 - ▶ Did you see how our Members support one another?
 - ▶ What did you think about the referrals being exchanged?
 - ▶ Did you see how networking and referral marketing works?
 - ▶ How do you market your business?

Make sure the Visitor sees the great value BNI offers.

Help Visitors Join

| What | Owner | Key Actions |
|---|--|--|
| <p>The Visitor Orientation is where all your efforts come together and culminates in the conversion of Visitors into Members.</p> <p>While first impressions are important, closing comments are critical in the conversion process.</p> <p>Engaging your Visitor in conversation that reinforces the value of BNI will position you to ask the Visitor to apply for Membership with a higher rate of success.</p> <p>It's important to remember to mark the Visitor as having attended in order to trigger the appropriate automated emails.</p> <p>“Thanks for joining us! What did you like about the meeting?”</p> | <p>Visitor Host</p> <p>After the Meeting, you play a critical role by spending time with your Visitor to answer question, highlight the benefits of BNI, and encourage them to apply for Membership.</p> <ul style="list-style-type: none">▶ Mark attendance.▶ Explain how BNI Works.▶ Make phone calls within 24 after meeting.  <p>Within 24 Hours After Meeting</p> | <ul style="list-style-type: none">▶ Ask, “What did you like about the meeting?”▶ Explain how BNI works:<ul style="list-style-type: none">▶ Time Investment▶ Financial Investment - Let them know how much Membership costs and average Member 50 to 1 ROI.▶ Let them know how to apply.▶ Stay to answer questions, but if the Visitor has what they need, encourage them to go back to the Meeting and continue networking.▶ Ask, “How are you feeling about things?”▶ Thank the Visitor for coming!▶ Call the Visitor within 24 hours of the Meeting to follow up and help them apply.▶ Mark Visitor as having attended to activate automated emails. |

Helpful Responses to Visitors

| Too Expensive | Too Much Time | I'm Just Not Interested |
|---|--|--|
| <ul style="list-style-type: none">▶ How much do you currently spend on marketing? How is that working?▶ We have several Limited Time Offers that may work for you.▶ On average, our Members see a 50:1 ROI on their investment in a BNI Membership!▶ Comparing that to other marketing tactics, referrals perform better.▶ How many new clients would you need to receive for the investment to pay back. | <ul style="list-style-type: none">▶ How much time do you spend working <i>on</i> your business versus working <i>in</i> your business?▶ How much time do you spend marketing your business today? How is that working?▶ BNI provides a proven framework to develop trusted partners in your Chapter to grow your business. The time you spend developing relationships in your chapter is an investment in your business. Givers Gain! | <ul style="list-style-type: none">▶ Referrals drive better results, better conversion, higher value customers, and better retention.▶ Business owners agree: Referrals are the most effective lead generator!▶ What are you doing today to grow your business and is it helping you achieve your goals?▶ What are your business goals?▶ What does your perfect referral look like?▶ Is there someone in a particular industry I can introduce you to? |