

MEMBER VISA (VISITORS)

With the mentorship programme we are running out the BNI Passport. Each new member will receive a passport to complete and part of this is to arrange a meeting with each member of the Leadership Team and some other members. Below are the topics you need to discuss with them and some notes to help you along.

1.) HOW TO INVITE VISITORS

- When you invite visitors, it is always best to invite people you know and have a relationship with;
- Sooner or later though, you will invite people you have only recently met, or found through some form of advertising;
- In both cases, using GRIP is a great way of inviting visitors to your chapter – (show and discuss GRIP with the mentee);
- Do not try to explain what BNI is about – that is what the meeting is for;
- Always follow up a verbal invitation with an emailed invitation – this is available on BNI Connect and gives most of the information, such as time and location, to the prospective visitor;
- In BNI Connect – go to Operations (at the top);
- Choose the Mass email option and from there, the Email Visitor Invitation;
- You will need to give the visitor's name, surname, company name, telephone number and email address;
- There is also space for a comment – this will serve as the first paragraph (after the greeting) of the invitation. It is a good idea to mention here where you have met the visitor or got their details from, the date of the meeting and the seating fee as this is not mentioned;
- It is a good idea to email an invitation to yourself – that way you know what the invitation looks like and what information is given, and you can keep a copy in your drafts folder to use in future.

2.) DIFFERENCE BETWEEN VISITORS AND GUESTS

- A VISITOR is a prospective member of YOUR chapter;
- They can decide to join your chapter as there is an opening for their profession;
- A GUEST can be a member from another chapter; someone who wants to see what BNI is about, but cannot join your chapter because the profession is represented; someone from your company who will serve as substitute for you from time to time;
- The important thing to remember about the difference between a visitor and a guest is that a visitor can join YOUR chapter immediately and a guest, for whatever reason, cannot.

3.) IMPORTANCE OF HAVING VISITORS AND GUESTS

Visitors to a chapter, help the chapter to grow – this is where members come from.

Not all visitors will join, so a constant flow of visitors is important.

Even though guests cannot join the chapter, they may be able to make use of the services provided by members – either for themselves or for someone they know.

It is always good to remember that you never know who another person may know – both visitors and guests may be able to refer people to BNI to join.

Visitors and guests add to the energy in the chapter – a chapter that hardly ever has visitors, will not only struggle to survive, but will also soon lose their energy.

Growing the chapter is the responsibility of all members.

Remember – a bigger chapter with a diverse membership, will always be able to give more referrals.

The opportunities of giving referrals, become easier in bigger chapters. More referrals, of course, leads to more business and more money for everyone around the table.

REMEMBER – GIVERS GAIN®!

GRIP on Inviting

The less you say, the better it will be. The best way to remember what to say is to remember GRIP.

G – Are you looking to **GROW** your business?

R – Would **REFERRALS** help you to grow your business?

I – If I was to **INVITE** you to meet other business professionals that may want to refer you, would you want to meet them?

P – Meet me at **(PLACE)** at (date & time)

Many times there will be a follow-up question, such as, “Can you tell me more?” or “What is this about”? The best way to answer this is simply say:

“This is my inner circle of business associates. We work together to find business for each other and we are looking for a (insert classification) to pass business to. Are you interested in meeting them?”

It is very important to know that you are doing visitors a favour by inviting them, not that the visitors are doing you the favour by showing up. There can only be one person per profession in the chapter, and you are giving that person the opportunity to possibly be that one person.

Handling objections:

It's too early: How early is too early to make money?

I understand, can you perhaps recommend a _____ that we can refer business too?

NB: Please remember to follow up with your visitor the day before the meeting to confirm that they will be present and remind them that you are reserving a seat for them.