

VISITOR

5 Steps to Help Visitors Enjoy the Meeting

In the same way the host of an event would take your coat, let you know where and when food will be served, and introduce you to people you'd like to meet, your Chapter Members can play that role for those who visit your Chapter meetings. The following five steps can usher your Visitors into a positive experience, opening the door for them to apply to your Chapter to increase everyone's business.

STEP 1

Informative Initial Email

Once a Visitor registers to come to a Chapter meeting, the President and Visitor Hosts receive a notification. If one of these Members sends an email to the Visitor thanking them for registering and introducing themselves, the Visitor will have at least one person to connect with at the meeting. This communication should happen as soon as the Visitor registers, with a reminder the day before your meeting. You'll find a sample email in the Resources section.

STEP 2

Warm Welcome to the Meeting

As soon as Visitors arrive – whether in person or on a Zoom call – a Visitor Host greets them and makes introductions. Once a conversation begins and an industry is identified, a natural question might be, “Who would be a good referral partner for you?” Alternatively, the Visitor Host might suggest a person to introduce the Visitor to. For example, a wedding photographer might want to meet an event planner, florist, or caterer since they are all looking for brides. If Visitors have registered and a natural referral partner is identified, consider placing them in proximity to one another during the meeting. Visitor Hosts can proactively engage with Visitors to connect them to Members and answer questions they may have about the meeting. This way, a Visitor will relax and enjoy the meeting, knowing what to expect.

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STEP 3

Secretary / Treasurer Email with Application Link

As soon as the Visitor shows up for / logs into the meeting, or when the agenda moves to excusing the Visitors for the Orientation, the Secretary / Treasurer can send the email that was drafted ahead of time (Resources section) to each Visitor. This email contains a link to start the application process so the Visitor can begin during or right after the meeting.

When the time comes in the agenda for Visitors to be dismissed, let them know that they will be able to come back to the general meeting to continue making connections. You may want to explain that the part of the meeting specifically for Visitors is designed to let Visitors know more about how BNI can work for their own businesses.

STEP 4

Smooth and Informative Orientation

During the time of the agenda when Visitor Hosts take Visitors aside to explain next steps, we encourage Visitor Hosts to use the suggested script / conversation. Visitor Hosts can customize to a degree, but we encourage Chapters to stick to the script as closely as is comfortable so all Visitors have the same experience.

Key points to creating a comfortable environment for your Visitors are:

Visitor Host Guiding the Conversation – This eliminates awkwardness or distracting questions.

Connection to / Effect of Current Marketing – Asking what Visitors are currently doing to market and finding out how effective it is gets them thinking about incorporating systems to improve their process.

Effectiveness of Referrals in Lead Generation – Showing / explaining to Visitors that referrals are exponentially more effective in bringing in new business will prepare Visitors to hear how BNI delivers.

Time and Money – Most Visitors want to know about the time and financial investment in a BNI Chapter. Be prepared to share weekly expectations and benefits, as well as the prices for a 1-Year or 2-Year Membership and any Chapter fees for your group.

“Life with BNI” Document – This document can be given to Visitors or sent with the application link in the Secretary / Treasurer email and allows Visitors to see the benefits and commitments in a BNI Membership.

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STEP 5

Timely, Intentional Follow-Up

The most strategic time to capitalize on the excitement Visitors have concerning their Chapter experience is as soon as possible after the meeting. Within an hour or so of the end of the meeting, the person who invited a Visitor can call to see if the Visitor has questions and ask how their experience was. In addition, the President or someone on the Visitor Host Team or Membership Committee will want to follow up with each Visitor to be sure they felt welcomed and have the opportunity to continue filling out the application for Membership while they are imagining how BNI can work for their own businesses.

Possible elements for that follow-up conversation can include:

- ★ Letting the Visitor know you're glad they attended
- ★ Asking if they connected with someone who might help their business
- ★ Asking if they received the email with the link to an application
- ★ Seeing if they have questions about Membership or BNI in general
- ★ Helping them fill out the application should there be a need

If the Visitor is not sure that it's the right time to apply for Membership, let them know they can visit your Chapter again or another Chapter to get a feel for what it might be like.

Remember. . .

Visitors are the lifeblood of the Chapter, bringing new energy and new business! They are our VIPs! Let's be intentional about helping them see the benefits of a BNI Members so we all can enjoy Givers Gain®!

Dear {Visitor Name},

We're so glad you've registered to visit our Chapter! We're eager to meet you and hear about your business. To ensure your time with us is as effective as possible, here is some information for our meeting so you know what you can expect.

Here is when and where our Chapter meets:

Chapter Name
Chapter Location or Zoom link
Meeting Start Time

Here is some information you may find helpful in preparing for your visit:

- ★ We serve coffee / breakfast / lunch. (Include information about cost or logistics.)
- ★ After our Members give a 30-second presentation about their business and what an idea referral would be, you'll have an opportunity to do the same. Tell us what you do and how we can refer to you.
- ★ Bring # business cards to share. (If in-person meeting)
- ★ At the end of the meeting, there's time on the agenda for you to ask questions and get information so you can determine whether BNI might fit into the current marketing strategy in your business.

Please let me know if you have any questions between now and the beginning of the meeting. We look forward to meeting you and showing you how BNI might help your business grow.

Sincerely,

President / Visitor Host Name

Dear {Visitor Name},

Thank you for visiting our Chapter meeting today. We hope you felt welcomed and enjoyed the meeting. Someone from our Chapter will be following up with you later today or tomorrow to see if you have any questions, but if you are excited about the possibility of taking the next step to see if BNI can help your business, you will want to go through the application to get an idea of what Membership entails.

Here is a link to get started:

[Link to Regional website "Click Here to Apply Online" button](#)

Once you fill out your country and email, you'll get a link to begin the application process. I recommend having your 2 business references ready so you can finish it quickly. We're happy to walk you through it on the phone if you would find that helpful.

Thanks again for visiting! Don't hesitate to let us know if you have questions. We look forward to considering your application.

Sincerely,

Secretary / Treasurer Name

“Thank you for joining our meeting today! We enjoyed getting to know a little about you and your business. We believe that our Chapter Members are the best referral partners to help you achieve your goals AND that you could help us achieve ours! We would love the opportunity to share with you how our Chapter can help you grow your business, how we are committed to each other’s success and our vision for the future. If you would like to continue this conversation, click here to access the online application. When you complete the application, please email me so that our Membership Committee can set up a time to talk with you about how we can help each other grow our businesses. If you have additional questions, please do not hesitate to reach out to me.”

*For a more valuable experience for our Visitors and to show the real power of BNI, we also suggest the person who invited them and a person in their contact sphere should follow up as well.

Sincerely,

President Name