



Substitute Program Guidelines

Often, we find ourselves in a situation and we are not able to make our weekly BNI meeting. When it is unplanned and last minute it requires that we take a day as an absence. When it is **planned** it is important to send a sub in your place.

The sub adds value to your chapter and your membership. Every substitute brings their network into the room and every substitute is also a potential customer for every member in your chapter as well as a potential applicant. With that in mind it is important that you give thought to who you are going to send to the meeting in your place. There are a variety of people who can be substitutes, those who can make you look good to your fellow members, who can participate in your meeting when they are there and represent you and your business in a professional manner.

There are also substitutes that do not work in a BNI Chapter!

1. Any person who holds a category that is open in your chapter and they could therefore apply for membership in your chapter. This person can apply for the open seat, if they choose not to, they are limited to 2 visits just as the visitors are limited to 2 visits.
2. Ex-BNI members member who has been removed from the chapter for Policy or Code of Ethics Violations by the membership committee or the Franchise Owners may not sub in any chapter.
3. Any member from another chapter who holds a category that is filled in your chapter. This violates the exclusivity of fellow members category and limit their ability to freely ask for referrals because of competition in the room. BNI only allows one person per category so that you the member can feel free to ask for referrals without your competition in the room.

Substitutes are there to represent the person they are subbing for. They are not there to represent their own business and as such should only be allowed to do so. They can network before and after the meeting, discuss their businesses at that time or book one to ones with people they meet.

Invite your substitute to attend the meeting with you, introduce them to your fellow members, show them how they can pass referrals to others in the room. This will allow them to feel more comfortable when they substitute for you.

Remember that it is important for you to be in the room with your fellow members so use your substitute judiciously.