

VISITOR Orientation Outline

Once Visitors have seen and heard how effective a BNI Chapter meeting can be, the Visitor Orientation allows them to hear how referrals can help their businesses. This is also the time when they can start the application process. The following outline accompanies the script included in the Visitor Orientation Process and can be used for Visitor Hosts who are comfortable with the script or who prefer to hit the highlights rather than read word-for-word.

Orientation Script

START

Thanks for coming today. I hope you made some connections with people who might help your business going forward. This time on the agenda is dedicated to letting you know what some options are for your next steps and to see if BNI might be able to help your business.

What did you like best about the meeting?
(Get answers from each Visitor.)

[Testimonial Part 1 – What I appreciate most about being part of this Chapter is...short testimonial]

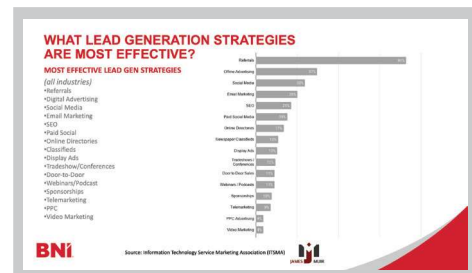
What are you currently doing to meet new clients and market your business?
(Ask each Visitor and get answers.)

HOW IS THAT WORKING FOR YOU?

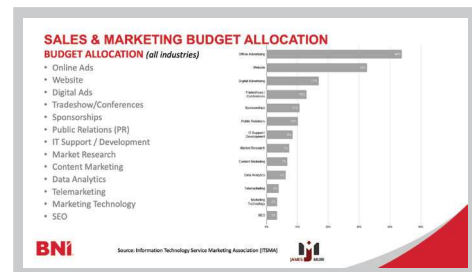
Lead generation is the top priority for most businesses.



Referrals are the most effective of all strategies.



Even though generating new leads is the top priority, very few invest time and money into generating referrals.



THE KEY IS TO BE INTENTIONAL.

Orientation Outline SCRIPT CONTINUES



[Testimonial Part 2 goes here - Specific Results in both time & money savings - effectiveness of referrals as a lead source for you. E.g. Before I joined this Chapter, I was doing _____ to market my business and it was _____. Now that I have these referral partners, I find that _____.]



Has anyone already shared with you how BNI works?
Most of our visitors have questions about two considerations: time and money, your 2 finite resources.



TIME
Weekly Meetings are 90-minutes and build the trust that generates referrals. We mark out meeting time on our calendar just like we would a meeting with a client.

Life happens and we can't always be here, so we allow for 3 absences in a rolling 6-month period and the ability to send a substitute if something comes up.

A One-to-One is when two Members talk about key situations to look for and how to bring each other up in conversation. Social media? Introductions? These become referral strategy sessions when we actively help on another find our ideal clients.



MONEY
The cost for 1-year of Membership = \$XXX. One-time \$XXX processing fee. Chapter monthly fee = \$XX to pay for coffee and venue. For the time commitment and investment of a BNI Membership, nothing compares to the results our Members get from personal referrals.

CHECK EMAIL FOR LINK TO APPLICATION.

If you need to crunch numbers or talk to someone at home or in your office, that's ok. Someone from our Chapter will call you in the next 24 hours to see if you have questions. And we can help you get registered if you'd like to visit another meeting.

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®!



How are you feeling? *(Get general sense from Visitors about whether they are comfortable, excited, confused, etc.)* I'm happy to answer any questions if you have them, but if you have what you need, you're welcome to join the group to finish networking. Thanks for coming!

