



# Good, Better, Best: Substitute Worksheet

Let's face it. Not all substitutes are created equal. Some bring more than others to the table and that is perfectly ok! In this exercise, you'll identify several substitutes and place them in one of three categories – good, better and best.

## Good Substitutes:

Think about family members and close, reliable friends and list their names below.

## Better Substitutes:

Consider colleagues with good presentation skills, people you are in clubs with, people you volunteer with or Members of other BNI® Chapters. List their names below.

## Best Substitutes:

Your best substitutes include industry colleagues, top clients, suppliers, your staff, your top sales representatives and other local business owners who know the value of a referral. List their names below.