



## CHAPTER MEETING AGENDA



# BNI MEETING AGENDA

1. 6.45 - 7.12 **OPEN NETWORKING**
  - 7.10 MAKE SURE YOU HAVE **THE DOOR PRIZE & NEW MEMBERS PACK(S)** (if applic) **& VISITORS CARDS**
  - 7.12 **CALL MEETING TO ORDER:** "Ladies & Gentlemen - please take your seats for the next part of the meeting"
2. 7.15 **WELCOME to Members, Visitors and Assistant Director or Executive Director present.**  
Ask members and visitors to turn off or silence their mobile phones and pagers..

"Good morning everyone and a warm welcome to this week's meeting of the ..... Chapter of BNI. I would like to start this part of the meeting by introducing the Leadership Team. My name is ..... and I am the Chapter Director. My role is to chair the meetings of the ..... Chapter every week, ensuring that we follow the structured agenda developed by BNI that is proven to maximise the business passed in any BNI chapter."

## **INTRODUCE LEADERSHIP TEAM:**

"On my left is ....., the Membership Coordinator, who has two principal responsibilities."

### **- MEMBERSHIP CO-ORDINATOR:**

"Good morning. I have two principal responsibilities. Firstly I track the performance of the chapter in terms of the business passed between our members. Like any good business, we set goals and monitor our progress towards achieving them. Secondly, I chair the Membership Committee which is charged with a number of important tasks shared among the Membership Committee .

- Handling all new member applications, including following up on all references
- Dealing with any conflicts of interest that may arise within the chapter
- Administering the policies and procedures of BNI within the chapter,

And most importantly,

- Planning for the future growth of the chapter

The **members of the Membership Committee** are [Joe Soap], [John Doe] and [Mary McIvor]

## **OPENING REMARKS (Choose one each week)**

1. We only allow one member from each profession into the chapter. Some enterprising companies are actually having one of their employees placed into every chapter that is opened. In our area only one person from your business category will be able to join a chapter this year. As we grow you will see some visitors who wish they could be members, but their category is already filled.
2. BNI is a business and professional networking organisation that allows one representative from each profession to join. The sole purpose of the group is to give its members more business. It is based on the concept of 'what goes around comes around'. If you give business to me, I'll give business to you.
3. Being a member of BNI is like having salespeople working for you. Members carry a card file with everyone's business cards in it. When they speak to a client, associate, or friend that mentions a need represented by the group, members can provide a referral to fill that need.
4. "Word of mouth" is the most cost-effective form of advertising possible. BNI provides a structured environment for the development and exchange of quality business referrals for both men and women. If referrals are an important part of your business then BNI is the organisation for you.
5. There is a network beyond members of the chapter. Each member knows dozens of people who, in turn, know dozens of other people. Through this "extended network" come most of the business referrals that are given each week. The average chapter of BNI (over three months old) gives over 60 referrals per month to its members.
6. BNI teaches business people that networking is more about farming than it is about hunting. It is about developing relationships that result in referrals for each other.
7. Increasing and maintaining your word-of-mouth based business depends on the BNI process of members educating each other about what they do and what kinds of referrals they want. Our success as a chapter is tied in with your success in business.
8. As business professionals, we all need an "edge" over our competition. How many people are doing what you do in this area? Well, in BNI you have an edge over your competitors because none of them can join this chapter as we only allow one person per profession.
9. Referrals are an important part of our businesses. People either get most of their business, or their best business, through referrals. That is what BNI is all about - **GIVING BUSINESS** to its members.
10. BNI is a coalition of businesses with one person from each profession represented. Through this mutual support system, members help each other do more business by giving each other qualified referrals.
11. More than ever it is important to develop personal relationships in order to increase and maintain one's word-of-mouth business. Its through this education process that other people learn more about your businesses and feel comfortable about referring one another.

"Thank you all. On my right is ....., the Secretary/Treasurer of this chapter, who will explain his/her role."

**- SECRETARY/TREASURER:**

"My role is to administer the subscription payments of the members, and to manage the finances of the ..... Chapter. I would also like to introduce the Visitor Host Team, starting with our Visitor Host Co-ordinator ....., who is assisted by ....., ....., and ....."

Thank you. I would also like to introduce ....., who is our Education Co-ordinator, and finally..... who is our chapter's Events Co-ordinator. "

We would especially like to welcome our visitors (name them) and our substitutes. (no need to name anyone if over six people)

3. 7.20 **PURPOSE AND OVERVIEW OF BNI** - Use one of the '**Opening Remarks**' (page above)

**ONLY IF THERE ARE VISITORS OR (Non-Member) SUBSTITUTES PRESENT**

"Last year, members of BNI passed over 5.5 million referrals, which resulted in over £1.25 billion worth of business being transacted between our members. Of this total, over 550,000 referrals were passed in the UK and Ireland, resulting in over £185m worth of business during the year.

The philosophy of BNI is based on 'Givers Gain' - if I give you business, you will want to give me business."

4. 7.22 **NETWORKING EDUCATION**

"Now I would like to hand over to ....., the chapter's Education Coordinator, who is responsible for filling a weekly slot at these meetings to improve our networking skills."

**- EDUCATION CO-ORDINATOR SLOT (3 - 5 minutes max)**

5. (1<sup>st</sup> Meeting in month only): **CIRCULATE ROSTER SHEET & ANNOUNCE CHAPTER NETWORK LEADERS**

**ANNOUNCE:** 1<sup>st</sup> in Referrals last month: \_\_\_\_\_  
1<sup>st</sup> in Visitors “ “ \_\_\_\_\_

**PRESENT:** **Blue Badge(s)** and/or  
**Notable Networker certificates** (completed and framed)

Remember: your goal is **RECOGNITION** - make members feel great about their efforts! ALWAYS bring the member(s) to the front, and lead the applause.

6. 7.30 **PASS BUSINESS CARD BOX**

"I am now going to pass around the business card box. For members this is your opportunity to replace the cards you have given away during the week in the course of creating referrals.

For the visitors, this is a box containing all the cards of the members of this chapter. You are welcome to help yourself to cards from the box. We would like to receive the Visitors' cards too, but will you please pass them round separately. Please do not put them in the box - that is a privilege reserved for members."

7. **WELCOME NEW and/or RENEWING MEMBERS TO THE CHAPTER**

Ask **New Members** to come to the front of the room. Give them each a packet. Ask them to say "I WILL" to each statement. (You read the BNI Ethics)

WELCOME them to the chapter. Shake hands. Lead APPLAUSE.

(If applicable) WELCOME **Renewing Members** whose re-applications have been approved by the Membership Committee. Shake hands and lead APPLAUSE. Present a New Year ribbon

## 8. MEMBERS 'SALES MANAGER MINUTE'

*Appoint time-keeper (bell) Move this around, have fun with it but insist on keeping to the minute.*

"This is the time in the meeting when we give members 60 seconds to continue the process of educating their fellow members on who they are, what they do, how they add value, and what sort of business they are looking for."

"Visitors can relax for a few minutes while members do their 60 seconds, but I will then be giving visitors the opportunity to stand and tell us who they are and what they do."

(Also remember to return to any Substitutes who are also Members from other chapters in non-conflicting businesses.)

*If people exceed their time (bell): STAND, SAY "THANK YOU" and move the meeting to next person*

## 9. WELCOME VISITORS

INVITE HOST MEMBERS TO INTRODUCE THEIR VISITORS (use their Cards)

"We are glad you are with us. We hope you will make a decision today regarding joining, and later in the meeting we are going to tell you how you can lock your competitors out of the business."

### 9.1 (Once a month) Use a MEETING STIMULANT

10. **MEMBERSHIP COORDINATOR'S REPORT every week:** (Data from BNI Net)

- Average number of Monthly Referrals (since Launch): \_\_\_\_\_

- Average number of Monthly Visitors (since Launch): \_\_\_\_\_

- No. of Referrals last month, \_\_\_\_\_

- No. of Referrals to date (HOLD UP BAG OF SLIPS) \_\_\_\_\_

- From the Thank You for the Business / 'Show Me the Money' box, the total value of business transacted by members of this chapter over the last month / six months / twelve months (pick one) is £ \_\_\_\_\_.

11 (2nd Meeting of the month): **MEMBERSHIP COMMITTEE REPORT**

Brief report regarding membership issues to include: **Top 5 vacant categories (Most Wanted List).**

Remind members of one of the **membership policies by reading and explaining the policy.**

Notify the group when an **individual is no longer a member and when the category is opened.** Ask the members to remove the cards from their card files. **Announce news of forthcoming member recruitment activity.**

12. 7.55 **SECRETARY/TREASURER:**

ANNOUNCE 10-Minute speaker roster for the next 6 weeks (in reverse order)

INTRODUCE this week's Speaker using extracts from their Biography Sheet. (If no Biog sheet supplied then a BNI Tradition is that you can make up any number of fictional scandalous details about the speaker.)

13. **10-MINUTE PRESENTATION** (Amber at 8 mins, Red at 10 mins)

After the speaker has finished say: "Now we know what .....does and how he/she adds value, lets do our best to bring him/her a referral next week."

14. By 8.10 **REFERRALS & TESTIMONIALS**

"This is the 'I HAVE' section of the meeting. All members are required to contribute to the meeting each week, either by bringing Referrals, bringing Visitors, or by giving a Testimonial to a member who has given them outstanding service. If you do not have a referral to give today please do not say this - it will become obvious. Only positive comments are acceptable. (Bell)  
(NB: Always start with a member who you can see has a Referral.)

After all the members have contributed, turn to the visitors and say: **“VISITORS, tell us what part of the BNI meeting impressed you the most.”**

15. **REFERRAL REALITY CHECK**

"I would now like the Membership Co-ordinator to briefly check on the progress of two recent referrals." Select at random TWO referrals passed two weeks ago. *“How is the referral progressing? Was this a genuine opportunity to do business?”*

16. Approx 8.20 **SECRETARY/TREASURER'S REPORT (Finances)**

**(Monthly)** "Members will wish to know that the net balance in the Chapter Funds currently stands at £ \_\_\_\_\_"

**(If applicable)** "The following members' dues will have expired by the 1st of (next month): \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_"

To renew your membership please see me immediately after the meeting to fill out a renewal application form for submission to the Membership Committee for approval. I must remind members that late payment now incurs a fee of £20."

“For the visitors here today, we welcome you to submit an application for membership. Along with your application you will need to submit your registration fee and membership fee. The registration fee is a one-time investment of £100 and annual dues are £400, plus VAT on both these amounts. A significant saving of 10% can also be made if a two-year subscription is taken out.

We like to compare the value of this investment of £500 plus VAT with the cost of getting business in any other way. The cost of a single insertion of a small display advertisement in a newspaper today can run between £200 and £2,000. Sending out flyers by mail can be equally expensive. The small investment to get into BNI is the most efficient and cost-effective way there is to get new business, and is tremendous value. Membership dues can be paid by cash, cheque, or most credit and debit cards."



**17. CHAPTER DIRECTOR THANKS VISITORS** *“Thank you all for an excellent meeting, and thanks to the visitors for attending. I would like the visitors to ask themselves just two questions:*

*Do you think that what you have seen here this morning is a viable way of generating new business for you or your company?*

*If your answer to this is Yes, then you should ask yourself if you (or your company) would like to participate and receive a share of the new business that is going to be generated between the members.”*

++ NEW ++ Chapter Director then asks the Visitors to go with Visitor Host(s) for a brief Visitor Orientation, or if the facility does not allow for a separate area for the orientation, Visitors meet with the Visitor Host(s) to do the Visitor Orientation immediately following the meeting. The Chapter Director makes the following statement:

*“Would all of our visitors please stand”*. Use their names, example: Peter, John, Karen and show your appreciation by leading applause.

*“We want to thank you for being here today and we look forward to receiving your application for membership. We invite you to meet with [name the people chosen to conduct visitor briefing] who will be conducting a complete and thorough Visitor Orientation to answer any questions you may have, but more importantly, they will show you how to use the application to lock out your competition.”*

**“Feel free to leave your things here, as you may come back and network after your orientation is completed. Thanks again for being here this morning.”** Pause to allow them to leave the meeting area.

**Tips:**

- Get the visitors and Visitor Host(s) to stand, and stay standing. This helps in recognising the visitors and Visitor Host(s).
- Teach the Visitor Host(s) to begin walking towards the area where they will be conducting the orientation. This will encourage the visitors to follow them to the designated area.
- Make sure that your Visitor Host(s) always have **current application forms and pens and follows the Visitor Host Orientation Script** (on page 20 of this manual) with them to conduct the orientation.

18. **BNI ANNOUNCEMENTS, REMINDERS, SPECIAL REPORTS**

Invite Events Co-ordinator to announce forthcoming Workshops, Orientations, social or networking events and other BNI activities.

19. Approx 8.25 **DOOR PRIZE** (Pink slips from those bringing Referrals or Visitors)

20. 0828 Precisely: **CLOSE MEETING**

(If there were new members inducted): "Could I remind new members who were inducted today to stay behind and see me for just 10 minutes after the meeting, as I have some important information for you."

**PARTING THOUGHT: (From your reading etc) BRING MEETING TO A CLOSE.**

**CHAPTER DIRECTOR conducts brief New Member Orientation (if applic).**

**SEE THAT VISITOR BRIEFING TEAM CONDUCTS VISITOR ORIENTATION & helps fill-in Application Forms.**

## **BRIEF NEW MEMBER ORIENTATION**

(10 mins immediately after the meeting, on the day of Induction)

1. Explain the contents of the New Member pack, especially the Policy Brochure (ask them to read it carefully) and the pin badge.
2. Ask them to listen to the Orientation CD before the next meeting.
3. Remind them that **regular attendance** is essential, and discuss Substitutes. **Arriving on time and staying for the entire meeting** is mandatory to maintain their membership.
4. Remind them that a **positive contribution** is needed from members at every meeting - either Referrals, a Testimonial, by bringing Visitors, or a report on a 1-2-1 which adds value. (Just thanking the 10-minute speaker is NOT acceptable. )
5. Discuss briefly their 60 second presentations.
6. Discuss briefly the use of Referral Slips, and what a Referral is. (To be a genuine Referral the customer must be in the market for those goods or services, and must be looking forward to the call with eager anticipation.)
7. Explain the use of the Business Card File, and encourage them to carry it with them at all times.
8. Review the Code of Ethics (on the pack).
9. Remind them that they must attend a (full) New Member MSP Orientation by a BNI Director within 60 days of today, and that they cannot be put on the 10 Minute Presentation roster until this has been done.
10. Answer any questions they may have.