



**BUSINESS NETWORK INTERNATIONAL**  
The World's Leading Business Networking & Referral Organization

Belonging to **BNI** is like having a whole sales force working for you.

## THE EDUCATIONAL MOMENT

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### Five Ways to Invite Visitors\*

- 1 "What do you do?"** Ask any person what they do. This could be a customer, a neighbor, or someone you just met at a party. It's an easy question and will help you figure out who's in business. Then it's an easy lead into: *"You could come promote your business at my networking group."*
- 2 "Are you busy?"** When you are at your next personal appointment ask them if they are busy. This is an easy and natural question to ask. You can ask your plumber, the caterer from that party, anyone on our Hit List - hairdresser, massage therapist, chiropractor, optometrist, personal trainer, etc. If they say "No," boom ... there's your cue. Try saying: *"That's great. I know a group of business owners who would be ideal customers for you. You should come along and promote yourself."*
- 3 Wham-O** Next time you are approached by a sales person, listen to their sales pitch and then ask them if they'd like to come to a networking group to promote their business. *Wham-O ... Sell to the seller!!* This could be in response to a sales call, visit, or even a flyer in your mailbox.
- 4 Reverse Psychology** When people ask you about your business, tell them you've just joined this awesome networking group that has really accelerated your business. Go into detail about how great it's been and let them ask you all about it. Once you've got their attention slip in a *"I might be able to get you into one of our meetings if you want?"* This could be an easy sell when you are the customer at any of your personal appointments mentioned earlier because therapists, for example, are always fishing for conversation starters.
- 5 Existing Clients** Go through your client list and highlight the business owners. Then reach out to them and offer them the opportunity to come along to BNI. It's a more direct approach but one that has had great success in the past. Even when they decline it normally comes with a *"Thanks so much for thinking of me"* - and will build good rapport with your client.

\* This Educational Moment credited to [Teresa Watkins, BNI New Zealand](#)