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BUSINESS NETWORK INTERNATIONAL

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**GUESTS: Improving
How We Invite
& Manage***

by Mike Darnell

THE EDUCATIONAL MOMENT

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WHY DO WE INVITE GUESTS?

"Guests are often the best referral sources and may result in multiple referrals among chapter members ... and Guests will get to see **Giver's Gain** in action."

Mike Darnell of BNI United in Bangkok

Who should we invite?

- **Requested** - Was requested as a referral by a fellow member
- **Well connected** - Is a good source of referrals for the chapter
- **No competition** - Doesn't compete with any chapter members
- **Member material** - Could potentially join the chapter

How do we invite them?

- **Stress their benefits:** Who they'll meet. What's the potential for their business ... multiple "touches"
- **Invite early:** Invite your Guests as early as possible and remind them a day or two before the meeting
- **Practice makes perfect**

How do we follow up?

- **Visitor Hosts:** Ensure Visitor Hosts have your Guest's details and are providing them with registration forms
- **Feedback:** Gather feedback about how the Chapter can provide direct benefit to the Guest

* Today's presentation is brought to you by the Letter "I" for Improve; the Number "5" for Cinco de Mayo (May 5th).