



Guest Protocol

Thank you for visiting our BNI Chapter. BNI is a 24-year old marketing company operating in 42 different countries. Canada has over 240 Chapters operating coast to coast. All BNI Chapters follow the same agenda, procedures and rules. The sole purpose of a BNI Chapter is to increase the member's business through word-of-mouth referrals. Our philosophy is "Givers Gain". Our Canadian National Offices are located in Vancouver, Montreal and Toronto: www.bnicanada.ca

Each BNI Chapter allows only one person per business category to become a member. Your category of _____ is is not open at present. You are invited to participate in our business marketing session today. If your category is currently filled, please indicate that you are here "to observe our process". If your category is filled, please do not ask for referrals as these are reserved for the member. You are more than welcome to explain your business within the 60-second infomercial time allotment.

Guests are invited to visit us twice. If interested in membership, you are expected to make a decision about submitting an application to our membership committee during your two visits. If your category is currently filled, you may submit an application to our Head Office (through us) and they will look for other openings.

Our President is: _____ Phone: _____

Membership Committee is chaired by: _____ Phone _____

You may wish to follow the outline on the back of this sheet when giving your infomercial. You may also participate in our process of giving referrals. If you meet a member whose service or product is of interest to you, please fill in a referral slip.

Thank you for your interest in BNI and for attending our marketing session.



BNI Guest Infomercial

My name is:

(5 seconds)

My company is:

(10 seconds)

My business consists of the following basic areas:

(20 seconds)

1.

2.

3.

I first heard about BNI through:

(10 seconds)

My marketing slogan (tag line or "Memory Hook") is:

(5 seconds)

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BNI Canada 1 800 365 2276