

Substitutes – Please READ

Thank you so much for visiting our **Silicon Valley Chapter of BNI** and substituting for one of our members. BNI offers members the opportunity to share ideas, contacts and, most importantly, business referrals. BNI's sole purpose is to provide a structured environment for the development and exchange of quality business referrals. If referrals are an important part of your business, then BNI is the organization for you. We appreciate your interest and support. We are one of the most successful chapters of BNI with over 50 members and over \$2,000,000 in closed business. For your benefit, here is a brief introduction to the structure of the group and the BNI guidelines regarding substitutes.

Subs

Thank you for subbing. You keep the momentum going for our BNI member and you have the opportunity to meet our members.

- Please plan to come by 6:45 am and no later than 7:00 am.
- Sign in at the Visitor Host table and let the visitor hosts know who you are subbing for.
- Give 2 business cards to the visitor hosts and drop off 50-100 business cards for our Visitor/Sub box. The Visitor/Sub box will be passed around at the meeting.
- You will be introduced by our president as a sub for our member.
- During our member infomercial rotation, you will stand and say, "I'm John Smith and I'm subbing for Susan Jones of XYZ Accounting Firm" (for example). You will read "Susan's" prepared infomercial and then you will sit down.
- A bell will ring if you go over 25 seconds. Please sit down immediately.
- You are **not** to give your own infomercial following "Susan's" infomercial. Infomercials are the reward of membership.

End of Meeting Procedures for Subs

Near the end of the meeting our members will announce their referrals, closed items of business and testimonials through rotation. When the bag comes to you, **please stand** and tell our members what you liked about the meeting, taking no more than 15 seconds. That's all you need to do. You are **not** allowed to deliver an infomercial about yourself. The best way to make a good impression on our chapter is to give a referral to one or more of our members based on the information you received at our meeting. Our motto is "Givers Gain!"

Quick Tips

- If you are not submitting a membership application, you may sub for members a maximum of two times per term (October to March and April to September). After two times of subbing or visiting, you must submit an application to continue to attend our meetings. This maximum does not apply to employees subbing for their member.
- Subs are not allowed to pass out any marketing or advertising materials anywhere – really, we mean it!
- You will be given a booklet containing information about our members. You are welcome to take members' business cards, but please do not put us on your mailing list without permission. BNI is a relationship-based business.
- Subs – the cost of your meal is covered by your member
- If you have submitted an application and it is pending, **AFTER** member rotation our president will call on you to give a 25 second infomercial.

We hope you don't think we are being strict or formal. We are very friendly! However, we are a professional group who value each other's time and prefer to use that time to maximize our ability to give each other business and become successful.