

Visitors – Please READ

Thank you so much for visiting our **Silicon Valley Chapter of BNI**. 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. 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 visitors.

General Visitor Guidelines

- The first breakfast is on us and then it is \$20 for subsequent breakfasts, even if you have applied for membership. After the second visit, you must submit an application to continue to attend our meetings.
- BNI members from other chapters are required to pay \$20 for breakfast, even if visiting for the first time, unless you are a sub.
- If your category is in conflict with a member's category, please announce yourself as an observer. Contact the Assistant Director to help you find placement in another chapter.

Visitor Invited by a Chapter Member

If you are a visitor who has been invited by a Silicon Valley BNI member, please sign in at the table, give 2 business cards to the visitor hosts and drop off 50-100 business cards. Please locate the member who invited you and try to sit beside him/her at the meeting. Your host will stand and introduce you at the beginning of the meeting when called upon by the president. You should also **stand when introduced** so that people can see you. You will not be asked to say anything at this time. You will be given a booklet containing information about our members. During our member infomercial rotation, we will pass over you. You are **not** to give an infomercial about your business. Infomercials are the reward of membership.

Interested Visitor through Word of Mouth or Website

Welcome! You will give 2 business cards to the visitor hosts and feel free to drop off 50-100 business cards with them. We will do our very best to introduce you to potential power partners before the meeting begins if you come by 6:45 – 7 am. At the beginning of the meeting our president will introduce you. Please stand. You will not be asked to say anything. During our member infomercial rotation, we will pass over you. You are **not** to give an infomercial about your business. Infomercials are the reward of membership.

End of Meeting Procedures for Visitors

Near the end of our 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.

Quick Tips

- Visitors are not allowed to pass out any marketing or advertising materials anywhere – really, we mean it! 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.
- If you have submitted an application and it is pending, you will be allowed to give a 25 second infomercial.
- The best way to make a good impression on our chapter is to give referrals to one or more of our members based on the information you receive at our meeting. Our motto is "Givers Gain"!

We hope you don't think we are being strict or formal. Our members 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.