

Suggested Follow-up Scripts – First call

Suggested Script for First Follow-up Call

Invite Them to Attend

Hello, I'm _____ from the _____ Chapter of BNI. BNI is the world's largest referral organization.

You recently received a letter inviting you to our Visitors Day. We are looking for a good _____ to pass referrals to. I'm calling because we are making arrangements for a continental breakfast, and want to confirm we have enough for our visitors.

If the Answer is No, Ask for a Referral

Thanks for taking the time to talk to me. Do you know another plumber (CPA, etc.) you would recommend that would be interested in growing their business by referral? We are looking for a good _____ we can refer business to.

Wrap up the Call in a Positive Manner!

(No matter how strong or weak, if the answer is yes...)

That's great! We'll look forward to seeing you. Thanks for your time. We have reserved a spot for you.

You're welcome to bring a guest, or two, who might be interested in generating referrals for themselves. So, please feel free to invite others. We'll give you a call a day or two before the meeting to find out how many guests you will bring so we can reserve additional seats for you if necessary.

Note: Avoid answering a lot of questions about BNI. Let them know that's what the meeting is for! They really have to come hear what it is about.

Additional openings you could use after you introduce yourself as a member of BNI

- My referral team has (#) members who are looking for a _____ to refer our clients and prospects to when they need _____. Would you like to meet my team?
- I belong to a group of business professionals. We meet every week to pass referrals to each other, and we're currently interviewing _____. We're going to select a good _____ to receive our referrals. I think you'd be a good candidate.
- I'm part of a business network of (#) professionals who are looking to add a _____ to our group. Last year we passed over \$_____ in closed business. If you are part of our network, we will look for new customers to refer to you regularly. Are you interested in meeting my group?
- The Membership Committee of my network is interviewing candidates for the _____ position in our group. Would you be interested in interviewing for our group?
- I work with a group of business professionals who have developed referral relationships with each other. We are currently looking for a _____ to pass referrals to. Would you be interested in meeting my associates to see if this is something that would work for you?

After each bullet refer back to the top where it says "You recently received a letter....."

Second Call and Follow up

Suggested Script for Second Reminder Call

Hello, I'm _____ from the _____ Chapter of BNI.

I'm calling to see how many seats we need to keep open for you at our meeting on _____.

(Do not ask, "Are you coming?" That's already been established!)

Are you coming alone, or is someone coming with you? May we have the names of your guests? (Record additional names and companies)

Thanks, this is helpful. I'll reserve # _____ of seats for you. Remember, parking is available _____.

Remember to bring lots of business cards, 50 to 60; you're going to meet a lot of local business people there. We'll see you at _____ and I would suggest that you arrive before _____ am/pm.

Note: Avoid answering a lot of questions about BNI. Let them know that's what the meeting is for! They really have to come hear what it is about.

Suggested Script for following up after the event

- **Follow up with visitors that came to the event but did not submit an application**
"Thank you for attending our event on (Day/location) what did you like most about the Visitors Day event you attended?"
- **Follow up with people that RSVP but did not attend the event.**
"I'm sorry we missed you at a great event, we are still in the interview process and if you are serious about growing your business by referral we would love to have you come to our meeting next week....."
- **Follow up with people that could not attend the event.**
"I'm sorry you missed a great event, we are still in the interview process and if you are serious about growing your business by referral we would love to have you come to a meeting next week and meet other local business professionals."
- **Follow up with people that you sent a letter to but never made a connection with.**
"I'm sorry we were unable to connect, we are still in the interview process and if you are serious about growing your business by referral we would love to have you come to a meeting next week and meet other local business professionals."