



New Member Orientation Guide

The Education Coordinator and/or President conduct **after the meeting in which a new member is Inducted.**

NORMAL – Tell the new member or task for new member

ITALICS – Specific instructions for EC or Pres conducting orientation

BOLD – General guidelines

If a member takes too long to attend their MSP it hurts the member and chapter.

Sit down with your new members right away.

Orientation should take approximately 20 minutes.

GENERAL POLICIES:

The three most important policies the new member needs to know are:

1. Show up
2. Give Referrals
3. Bring Visitors

Attendance:

- BNI Meetings are held every week.
- A BNI term is – April through September and October through March.
- A member is allowed three (3) absences ONLY to be used for personal emergencies. When a member sends someone in their place, a Substitute, they aren't considered absent.
- A Substitute can be anyone other than a member of their own chapter.
- The Membership Committee can open your category if you miss more than 3 meetings without a sub during a BNI term.
- In October and April, the absences are reset to zero.
- Start lining up substitutes NOW.

Meeting Time:

- BNI meetings start at 7:00 with open networking.
- Arrival anytime after 7:00 is considered late.
- Don't emulate the bad habits of any current members who do this.
- Meetings end at 8:30 but plan on staying a little longer to continue open networking.

Referrals:

Read this definition verbatim.

The Definition of a BNI Referral:

“The opportunity to present your business to someone who is in the market to buy your product or service, where that presentation will be looked forward to with anticipation. The Referred Party has agreed to accept your phone call.”



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- A referral is not a tip or a lead, but a confirmed invitation to speak with the referral.
- When filling out a referral slip, be sure there is a phone number on it, so the member can make contact.
- Referrals that do not meet the above criteria will be returned to members by the Vice President or the Membership Committee.
- As soon as you have a referral for a member, contact that member immediately. DO NOT wait till your next Chapter meeting.
- Conversely, if you have not yet told the referral to expect the member's call, and they are not "looking forward to it with anticipation" it is not yet a referral.
- DO NOT pass a referral and then tell the member to "wait till I set it up". Pass it the following week.

You'll learn more when you attend your Member Success Program.

Visitors:

Visitors are the lifeblood of a BNI chapter.

Inviting qualified visitors is the job of EVERY member.

Always Be Inviting Visitors.

The reasons are simple. There are always key professions not represented in your chapter. When these professions are missing, so are all the referrals they would bring.

- Write down the first 5 names that come to mind.
- Invite those 5 people to next week's meeting.
- The goal is to get the visitor to the meeting not to sell BNI.

Member Success Program

- The MSP is included in BNI Dues and is required for new members within 45 days of induction.
- The MSP is where you will learn the essence of the BNI System. You will not fully realize the benefits you came to BNI for, until you complete the MSP. It is a three hour training.
- ***Have the MSP schedules for the current month and following month available. Include surrounding counties.***
- ***Have them take schedule one now.***
- Failure to complete the MSP in the required time frame may result in your membership being put on probation.

60 Second Presentation:

Hand out 60 second worksheet. Stress two things:

1. Be specific each week. Focus on ONE aspect of what you do.
2. The essence of the 60 second presentation is "here's how you can find a referral for me this week." Make sure not to do "radio ads".



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Other important info:

If there is a room fee, tell the member what the weekly amount is, and how your chapter handles collecting it (weekly, monthly, quarterly, etc.).

During the referral portion of the meeting:

The first two words out of the member's mouth should always be "I HAVE." "I have a (or several) referral(s)," OR, "I have a testimonial for ...".

Members may give Referral(s) OR one testimonial, not both.

*If a member has a complaint, go directly to the President or the VP.
BNI Chapter leaders are trained in procedures for handling just about anything that could come up. Gossip will destroy a chapter.*

Don't engage in or listen to gossip.

Scheduling One-to-Ones is critical to success.

Getting to know and trust the other members is the responsibility of every member and is the source of consistent, high-quality referrals.

*Schedule yourself as the new member's **FIRST One-to-One now** so they know how to do an **effective one**, and how **valuable** they are.*

Show them how to use their card wallet.

Let them know they should come to you, the President or VP if they have questions. Additionally, they can always call the Area (County) Directors, Assistant Directors, or Executive Director.