

Grow your
business
through
networking.



BNI-ANN ARBOR WEST

Hello, BNI Visitor,

Welcome to our weekly meeting. BNI is a unique worldwide business organization. We believe in “word of mouth” advertising but we accept only one person per profession into any chapter. If a member needs, or knows someone who needs, a product or service that you offer, if you belong to our chapter you are the only one in line for the referral. We are always looking for new businesses to give our referrals to.

If your profession is already represented by our chapter, stay anyhow and enjoy the meeting. If you like the idea of seeing your referrals “sewn up” BNI style, we can refer you to another local BNI chapter who are in need of your profession. We often work together and even trade referrals if the opportunity arises. Quite likely one or more of the substitutes at today’s meeting belong to one of those chapters.

We’re a friendly group of local business people—you will be surprised at how much laughing and joking you will hear at such an early hour in the morning. But we are structured, positive, and supportive as well. We follow a focused agenda that is meant to get us out by 8:30 a.m. (not including the informal networking that follows every meeting) so you can begin your regular business day.

Here is our agenda:

- 6:45-7:15: Pre-meeting networking. We do our best to greet visitors at the door but sometimes visitors slip in unnoticed. Don’t be shy. Feel free to mingle and start swapping business cards. You don’t build a business with shyness.
- 7:15: Call to order: President calls meeting to order, greets members and guests, introduces chapter leaders.
- 7:25: 40-second commercials (60-seconds for smaller chapters): Members stand one at a time, introduce themselves and their businesses, and say what types of referrals they are looking for that week. **After every member has spoken, you will have the opportunity to do the same.**
- 8:00: 10-minute presentation: Every week, one member gives a more formal presentation about his or her business. In this presentation, that member is able to provide more information than is possible in just 40 seconds.
- 8:15: Referrals and testimonials: The most important part of the meeting. Members trade referrals and testimonials. You might walk away with one yourself. Don’t hesitate to give one either. Referrals are why you’re here. When all of the members have spoken, **the president will ask you what you liked most about the meeting.**

Throughout the meeting, the box with member business cards will be going around the room. You are welcome to take cards out but putting cards in is a privilege reserved for members.

At the end of the meeting you will have the opportunity to meet with a member of our Visitor Host team to learn more about BNI and to complete a membership form if you are interested. We hope you will be.

As you will see, being in BNI is like having a trained sales force of 40 people. Welcome to our network.

Sincerely,

The members of Ann Arbor West