



Suggested Follow-up Scripts

The Key to Improving Visitors Day Attendance

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

You recently received a letter inviting you to our Visitors Day on _____. We are currently seeking a _____ to pass referrals to. I'm calling to see if you'll be attending, because we're making arrangements for catering.

If no, ask for a referral! Thanks for taking the time to talk to me. Do you know another plumber (CPA, etc.) who would be interested in growing their business through increased referrals? We're looking for a _____ we can refer business to.

No matter how strong or weak, if yes ... That's great! We'll look forward to seeing you. Thanks for your time. We'll include you in our roster for Visitor's Day. We'd love to have you bring a guest who might be interested in increasing their business by generating referrals. Please feel free to invite others.

We'll give you a call a day or two before the meeting to check final numbers and reserve seats for you.

Note: Don't get involved in answering a lot of questions about BNI. Tell them that's what the meeting is for! They really have to come hear what it is about.

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 will you be bringing a business associate? May we have the names of your guests for name badges? (Record additional names and companies)

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

Don't forget to bring plenty of business cards and be prepared to talk to other business professionals about what you do. We'll see you next _____ at 7:00 a.m.

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