

BNI..... Review of Rules, protocol and recommendations

1. We are pleased you want to join BNI. Guidelines and rules are the reason BNI has worked so well for us and we want to be sure you understand them. You are applying for membership in the category of _____. **If you are accepted, the membership fee is non refundable!**

2. We start our meeting at 7:30 am sharp every Thursday morning. Attendance is critical. The more attendance we have the higher the referral count. **Substitutes are allowed** and will prevent you from being counted absent. If you miss 3 meetings in a 6 month period you will be on probation. If you miss 4 meetings in a 6 month period, your position is can be declared vacant at the sole discretion of the leadership team. You must again apply and be accepted for the position. We will make decisions annually as to which meetings will be cancelled due to holidays, but it is usually no more than 2 per year.

3. We "ring the bell" at 7:45am to end the networking session and start our formal meeting. This is not a grace period for being late. Networking is the reason BNI works and is critical to our success. We recommend you arrive about 7:15 am to maximize your networking opportunity.

4. You join to get referrals, and we allow you to join so we will get referrals from you. **Referrals come from relationships, not just membership!** It takes time for this process to be effective. Don't expect too much too soon. Give time for the group to get to know you. You will likely get a BNI member wanting to refer themselves to you before referring outsiders. This is normal and it's critical that you do a great job on the initial referrals. The member that gave you the referral will be a sounding board to let others know how well you did. Giving referrals is required by all. We track these to see which members are under performing in this area. If your referrals are low, we will try to "coach you up" to do better. We don't make you refer to everyone, but we do **require you to try** and support the BNI team, especially your core group. By now you should have seen a list of members and the categories they represent. If you see anyone you cannot "try" to support, please identify those people to the membership team and the reason before joining. A good example...I can't refer to the plumber, because my Dad is a plumber!

5. Referrals are always written on the BNI provided forms, so they can be tracked. A good referral has complete and accurate contact information included. Always make sure the referred customer is expecting the call from the BNI member. Make contact with the potential customer within 24hours, if not sooner. Give feed back to the BNI member once contact has been made. Never send a BNI member to a potential customer that is not expecting to hear from them.

6. Each member gives a mini presentation each week that lasts 1 minute or less, as determined by the leadership team. This is your chance to tell the group what kind of referral you want. Members will be listening very closely to learn exactly what you do. Keep it short and very clear to teach them what you do! End this 1 minute presentation by describing "a good referral for me is _____". Training for conducting the most effective presentations is required, will be promoted frequently and available immediately.

7. The "**One on One**" is the best way to get to know the members personally. It can be a 30 minute meeting, any time you and other members can get together. Don't wait on someone to call you. Call and ask if they would meet you for a **One on One** over coffee or lunch. This gives you a chance to tell them what you do and how they can help you. It also gives him or her, a chance to tell you the same. Initially, you should do several each week to get to know the group faster.

9. National Annual dues are \$455 the first year and \$355 each year after and are subject to change. Local dues are approximately \$9.50 per week (for the room, setup, food for you & visitors) and will be billed monthly.

The membership team is for processing membership applications, problem resolution and making recommendations to the leadership team. Go to www.AthensBNI.com for additional information.

Applicant

date

Coaching member