

BNI Meeting Stimulant #41: Bring One of Your Best Clients

We all know that whenever we bring a visitor to our chapter meeting, they tend to add significant value to the chapter as a whole. Even if they do not join the chapter, they tend to do business with the other members of the chapter. This is due to the relationship that they have with you, which carries over to the other members. With that in mind, the “Bring One of Your Best Clients” Meeting Stimulant is an opportunity to introduce one of your most valued clients to your BNI chapter and show your client how we network. Each member will bring one of their best clients to a meeting, introduce him or her, explain what makes the individual their best client, and then give the client an opportunity to present their own business to the chapter.

This exercise is designed to:

- 1) Give members an opportunity to show valued clients the BNI way of networking.
- 2) Strengthen relationships between members and the clients they bring to the meeting.
- 3) Create increased networking opportunities for everyone involved by bringing in potential new clients for members and/or new chapter members.
- 4) Give members a way to show thanks to one of their best clients by publicly recognizing them.

Presentation:

“Two weeks from now, we will be doing Meeting Stimulant #41, entitled “Bring One of Your Best Clients,” which has been sent to us by BNI. This Meeting Stimulant requires significant advanced planning in order to reach its full potential for success. Therefore, it is recommended that you utilize the coming two weeks by properly preparing your client, and yourself, for his or her participation in the meeting they will attend.”

“On the day we bring our clients, our regular meeting will be slightly altered. Instead of doing the traditional 60-Second Presentations, each member will say a couple of sentences about what they do, then give a 30-Second Presentation of their client and explain what makes that individual one of their best clients. The member will then turn the remaining 30 seconds over to their client, who will give a 30-Second Presentation on exactly what it is that he or she does. The opportunity for any remaining visitors to speak will be given after each member/client pair has spoken.”