

BNI Launch Discovery Session – Host Guide

1. Welcome & Introduction

Set the tone, welcome everyone, and establish credibility as the session host.

What to Say:

- “Welcome to our BNI Launch Discovery Session. We’re excited to have you here.”
- “My name is [Your Name], and I’m a BNI Director working with this incredible launch group.”
- Introduce any co-directors or support team present.
- Share a short story of your own BNI journey, emphasizing growth, impact, and relationships.

2. What is BNI?

Introduce BNI as a global and proven business networking organisation.

Talking Points:

- “BNI is the world’s largest business networking organisation, founded in 1985.”
- “We’ve been operating for 40 years in over 75 countries, with hundreds of thousands of members globally.”
- “Our philosophy is simple: Givers Gain® – if I help you grow your business, you’ll want to help grow mine.”

3. Session Agenda Overview

Suggested Agenda Flow:

1. Introduction to BNI

2. Member Story / Education Moment
3. Visitor & Applicant Introductions
4. Networking Activity (Memory Jogger)
5. Who Can Apply & Culture Fit
6. Commitment & Investment
7. Closing and Next Steps

4. Member Story / Education Session

Show real-life benefits and emotional connection to the BNI experience.

Instructions:

- Invite a current member to share a short 3–5 minute story.
- Ask them to include:
 - Why they joined BNI
 - A result or success they've experienced
 - A challenge they overcame thanks to the group

Optional: Include a second story if it adds value or relevance for your audience.

5. Introduce Visitors & Applicants

Build connection and understanding of who is in the room.

Instructions:

- Visitors First:
 - Invite each visitor to introduce themselves: Name, Profession, Who invited them
- Applicants Next:
 - Introduce each applicant: Name, Profession, Who introduced them

- Optionally, invite them to say a few words if appropriate.

6. Memory Jogger Activity

Help guests realise the power of their own networks and how BNI taps into this potential.

Choose 1–2 from the following:

- Where Do You Spend Your Money?
- Little Ray of Sunshine
- Hot Potato
- Upstream/Downstream Referrals
- Who Do You Give Referrals To?

Talking Points:

- “Think about your everyday connections – your mechanic, accountant, hairdresser – these are all people you could refer.”
- “BNI helps you build intentional habits around giving and receiving referrals within a trusted network.”

7. Who Can Apply? (Applicant Criteria)

Make clear who this is for – and who it's not for – while reinforcing BNI's core values.

Criteria:

- Must own or represent their own business
- Should have control over sales/client acquisition
- Understands and embraces the Givers Gain® mentality
- Values relationships and teamwork
- Willing to commit to consistency and participation

- Not a “shark” – we’re about farming, not hunting

Talking Points:

- “This is not a sales club – it’s a relationship-based growth community.”
- “We look for people who understand that long-term success is built through trust and consistency.”

8. Tailoring the Message to the Room

Connect more deeply with attendees by speaking directly to their challenges and aspirations.

Tips:

- During open networking, ask:
 - “What brought you here today?”
 - “What’s your biggest business challenge?”
- Use their responses to adapt your education/story to touch on relevant pain points or business goals.
- A well-timed story that solves their problem or inspires change is more impactful than a generic example.

9. Commitment & Expectations

Set clear expectations so potential applicants know what’s required and can self-assess fit.

Typical Launch Commitments:

- Attend weekly meetings
- Bring two visitors in the next 4–6 weeks
- Be active in building the group through referrals
- Accept a role if available (optional)

Talking Points:

- “Those who fully engage with BNI get the best results.”
- “Your commitment now will help shape the energy and success of this chapter.”

10. Cost & Application Process

Give attendees the financial and procedural info they need to make an informed decision.

Talking Points:

- “Our application fee is \$[amount], and annual membership is \$[amount].”
- “We’ll be supporting this group to get strong and stable as it launches – so this is an exciting time to join.”
- “You’ll receive a follow-up call to answer any questions and help complete the next steps.”

11. Closing – The “1, 2, 3” Close

Give people a clear and non-threatening way to respond based on their level of interest.

- 1 – “This makes sense – I’m ready to join today.”
- 2 – “I’m very interested, I just have a few questions first.”
- 3 – “This might not be for me, but I know someone who would love this.”

Tip: Avoid creating a binary “yes/no” moment – keep the door open with option 3.

12. QR Code Slide & Next Steps

Display the QR codes for:

- Application Form
- Commitment Form (if used in your region)

What to Say:

- “Please scan the application and commitment QR codes now.”
- “Someone from our team will follow up with you in the next 24–48 hours.”
- “We’re here to support your decision – whether that’s joining, learning more, or referring someone who’s a perfect fit.”