



# TouchPoints

Assumptions: Visitor conversion starts when someone is identified as a prospective member. Every frustration is the result of a lack of a system or a broken system

	<b>Improves Conversion Rate</b>	<b>Current Reality</b>	<b>System Implemented or to Implement</b>
1	Invite people you know in categories that will close and benefit from BNI (see category matrix)	Invite anyone whenever you happen to remember	
2	Meet someone - conversation -invites to business breakfast (luncheon); "We have 25 people LOOKING to give business to a "plumber"	Phone call to potential visitor, does not know member	
3	Follow up email immediately after conversation showing appreciation of the meeting and reminding them of the meeting invitation and giving directions; carbon copy the contact sphere	No follow up	
4	Send invitation letter with benefits to be received 2-3 days after meeting; "Dear John"	No follow up invitation letter or "Dear business professional"	
5	Pay for breakfast and tell them you are paying for breakfast	Have member pay for breakfast and don't explain, "\$10.00? No one told me."	
6	Phone call 1-2 days before the meeting telling him/her how excited you are about seeing them again	No contact prior to meeting	
7	Arrange to meet with your visitor 15 min. prior	Show up whenever; usually after the visitor has arrived.	
8	Name tag with visitor's name on it waiting	Have them fill out their own name tag with a regular pen when they get there.	
9	Place card with name on it/Specific seat near person who invited and contact sphere	"Oh just sit anywhere"	
10	Member inviting/VH introduces to Contact Sphere	Visitor Host passes them off to anyone	
11	Members are trained in importance of a guest and how to treat them	Nothing	
12	Chapter Newsletter in front of each seat that includes PALMS and referral information, the roster, upcoming speakers, top 10 most wanted with visitor's categories on it, etc.	Nothing	
13	President welcomes each visitor by name and mentions information about the visitor	President welcomes "all visitors"	
14	President explains each step of the meeting; transitions seem to be directed at the visitor exclusively	President gives the "name" of the next segment; more directed at the members	
15	Purpose and overview of BNI is done about contact spheres and member's results	Made up on the spot about Givers Gain exclusively	

16	Education Moment has explanation of the terminology and how it fits into BNI so the visitors understand	Directed at members only	
17	Member inviting introduces the Visitor before he/she gives her sales manager moment with specific information about his or her business and who would be good referrals for that profession.	"Now it is the visitors' turns to tell us a little about your business."	
18	10 minute speaker thanks the visitors specifically for being there to see his/her presentation; sends thank you note	Nothing	
19	Vice President Report; terminology is explained, VP relates it to non-BNI members	"Average monthly visitors, average monthly members, number of 1-2-1s, and 'BNI bucks'"	
20	Membership Committee mentions visitor as one of their Top Ten Most Wanted	No mention that they are accepting new members	
21	During the "I Have" portion of the meeting have the visitors tell us "One thing about the meeting that impressed you."	Referrals or testimonials only; visitors don't know what to say	
22	President asks visitors if they'd like an application to "lock out their competitors"	Let them ask for an application after the meeting	
23	President excuses visitors for an orientation with the visitor host	No mention of visitor orientation	
24	Contact sphere members thank the visitor for coming after the visitor orientation.	Everyone leaves fairly quickly or only talks with members; room empty when orientation is done.	
25	S/T enters visitor information into BNI-Net and emails visitor names to Area Director to send a "thank you for visiting" letter from the Area Director	No entry	
26	The visitor hosts and contact sphere members follow up by phone with the visitor	No follow up	
27	Someone calls them a couple days before the next meeting to remind them of the meeting and invite them to come back to the meeting	No call	
28	Contact sphere stays in contact via email or phone with those who didn't join to build relationship and referral partnership.	Forget about the visitors that came last week	