

Education Slot

Finding the Ideal Sub



1. Someone who could join BNI

- A person who could become a really good client for a number of members and could benefit from BNI themselves.

2. Someone who would be a great client for members

- A person who could become a really good client for members in the group but would not normally be out of bed at this time!

3. Your best customer

- They could become a great customer for other members AND give you a great testimonial

4. Your supplier/service providers

- This gives the supplier the opportunity to see how the member can help them with their network

5. A relative or friend

- A relative over 18+..... They suddenly realise why you would want to get up at this time PLUS they may be a potential client for members.

6. Your business Partner or staff member

- This helps the group know more about the member's business and educates their staff members about how to help find referrals for the group.

7. Members from another chapter

- These may be good for doing the member's sixty seconds but often will have an existing relationship with another group for some or all of their requirements

8. Ex – Members

- They know the score and can get up in the morning, but may just promote their own business and then tell members and visitors how BNI worked for them.

9. Supersubs

- A professional substitute those helpful people who are willing to fill in, but never fill in an application form. Visitors come for 2 meetings.

In your absence ... SEND A GOOD SUBSTITUTE to give a good referral.

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