

## **"CLOSING" VISITORS AT THE END OF THE MEETING**

It is vitally important for the successful growth of the chapter that all of the Leadership Team members be proficient in closing visitors and converting them into members of the chapter. **At the end of any meeting at which visitors are present, the Chapter President must read the highlighted statement below.** He/she should thank the visitors again for coming and suggest to them (as a group) that they should ask themselves two questions at this time:

**1. "Do you think that what you have seen here this morning is a viable way of generating new business for you or your company?"**

**2. "If your answer to this is yes, then you should ask yourself if you (or your company) would like to participate and receive a share of the new business that is going to be generated between the members of this chapter in the months and years to come."**

**"If your answer to the second question is yes, then please see the Visitor Host (Name) after the meeting for a visitor orientation.**

**"Because of our policy of allowing only one person from each profession or trade, the positions tend to fill up very quickly and you will not only be securing your own position but will also lock out your competitors from the group! If you have don't have a check or credit card with you, then to avoid disappointment, I would recommend that you fill out the application and hand it in today and either fax in your credit card details or write out and fax back today a copy of your check which we will accept as commitment to apply to the chapter for membership."**

Remember that during the entire meeting you will be leading up to this close. When the Secretary/Treasurer gives their report they always put in the "Compare the Value" statement; when you tell them about only one person per profession, you are subconsciously instilling a fear of loss into them if they don't apply now. You should always tell them that BNI is the most successful organization of its type in the world and growing rapidly. All of these points will reinforce the visitor's desire to get into BNI and secure their position in the chapter.