

## HOW TO INVITE VISITORS

Don't tell prospective members too much. The less you tell them, the better. If you try to tell them everything you can about the club and why it is so great, they will make a decision based on what you are telling them. It is like trying to give someone a haircut on the phone. You cannot get a prospective member excited just by telling about Professional Business Network of Salina.

### ***Let the Meeting Sell Professional Business Network of Salina***

All you want to do is to get them to come to the meeting. At that point, the meeting will sell them on Professional Business Network of Salina. If they see a structured meeting with supportive members helping each other and lots of business done, they will want to become involved in your chapter.

### ***Six "Don'ts" for Successful Inviting***

If you want to maximize the number of your invitees who agree to attend a meeting, never mention any of the following during your conversations with them, whether on the telephone or face to face:

- Weekly meetings
- Networking (they could confuse it with network marketing or multilevel marketing, rather than word-of-mouth.
- Join--you are inviting them to attend a meeting to see if they want to join.
- The meeting agenda--they can experience it when they come.

### ***What Should You Say?***

Here is a good way to make that initial approach. Use it word-for-word when you invite people and you will get a lot of visitors to your club:

*"John, I am working with a group of local business people who are looking for a plumber (insert the profession of the person you are inviting) to give their business to. Would you like to come and meet my colleagues?"*

Do not say anymore, rather, let the meeting sell them.