



## INFOMERCIAL GUIDELINE FOR VISITORS

*There are 4 main points to our BNI Chapter meeting:*

- Open Networking (15 minutes)
- 30 Second Infomercials – Members then Visitors
- Speaker(s) Presentation
- Referral Passing and Testimonials

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**State YOUR NAME....**

**COMPANY NAME....**

**LOCATION....***(not physical address - area)*

**What are YOUR SERVICES?** *How are you different then your competitors?*  
**YOUR PRODUCTS?** *Be specific!!*

**What CONSTITUTES a GOOD REFERRAL for YOU?**  
*Use benefits story.*

**REPEAT Your Name & Company Name**  
*(Pass a stack of your business cards around)*