



“We’re Interviewing”

Sample Questions to Ask Prospective Members

Important:

- Don’t ask them all of these questions. Pick a handful. Don’t make this interview too long.
- Pick and choose questions that work for you and your group.
- Get the prospective member to talk.
- Remember – this isn’t an interrogation, it’s a discussion. Get to know them. Keep it informal and conversational.

Review the Membership Application. Ask about:

- Professional experience
- Background
- Confirm that they are willing to make the commitment to make the entire meeting weekly.
- Confirm they are willing to attend Member Success Program
- Anything else from the application that you have questions about.

Possible Questions (pick some):

- What about BNI appeals to you?
- Where do you see your business a year from now?
- Where are you currently networking?
- What do you like about those events/organizations?
- Is BNI something you think could be good for your business?
- How do you think you can help the group?
- How is it that the group can help you grow your business?
- As a new member, are you open to having a mentor from the chapter?



- Our philosophy in BNI is Givers Gain, how would you implement this into your activity in BNI?
- Have you read the BNI Code of Ethics on the application? What are your thoughts about it?
- Do you see any conflicts with complying with this in your business practices?
- BNI has a referral confidence curve, for some members it can be 3 months, 6 months 9 months or longer to generate referrals. Would this be a challenge for you?
- In BNI, IF you are good at what you do AND you follow the system well, you will likely have success in getting referrals. Are you prepared for the referrals you may receive? In other words, can you scale your business to handle referrals?
- On a scale from 1 – 10, how committed are you to following the BNI program including the training and 1-2-1's with members?
- If you could wave a magic wand and grow your business in an incredible manner this year, what would that look like?
- How do you see our chapter helping you with this?
- How do you see yourself contributing to others "Magic wands"?
- If accepted to the meeting, who do you think you could invite into the group from your network/contact sphere
- What do you think you would contribute to this group if you were accepted?
- How do you feel we can contribute to you?
- How important is referral marketing in your business today?