



"Making sure your customers stay with you and never want to leave."

Ask to be introduced instead

Why?

#1 reason: It's often **easier** for people to make an introduction than to make a referral.

What makes it easier?

For the introducer:

It's softer than a referral. Most view "referrals" as an endorsement of a person's services/products/performance whereas an "introduction" is expectation free.

People know people – not necessarily exactly what they do. Asking to be introduced helps the introducer think about the synergy possibilities between people.

For you:

Even if you haven't "done business" with someone and they can't "vouch for your work", if you've become business friends, asking for an introduction may just sit better with you.

Introductions increase the range of people you can potentially meet - because it's not a referral!

You can help make it easier for the introducer.

- Tell your business friend that you're looking to develop new business relationships. Ask them if they'd be OK to introduce you to specific people they know.
- Do your homework: Give them a good idea of the people you'd like to meet in terms of industries and roles.
- Perhaps you can check out their LinkedIn connections to see if there are people you'd like to meet.

For example you could say:

"I see that you know < specific/named person within an organisation>. Would you be OK to introduce me to them?"

Or

"Can you introduce me to people you know who you think might be interested in having a chat with me about <xxxxx>?"

While introductions and referrals may share a final destination, the process and journey are different.

Happy introductions!

"Loyalty is earned. It is never given."

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"Leigh's approach can be best described as a blend between the highest professional standards, an easy personable approach and high performance.

It's not often you work with someone who consistently operates at the epicentre of these distinguishing attributes."

Bernard Desmidt,
Director, Exceld,
NSW

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