

Salesperson – Cait
Referral Partner – Chad
Prospect – Anthony

Getting Connected

Chad - I see that you are connected to Anthony Verni, President of ABC Company. How well do you know Anthony? Would you be comfortable introducing me?

Email Introduction – current client that loves you or a trusted contact

Cait would offer to create a draft email for Chad to send to both her (salesperson) and Anthony (prospect). For example.

Cait and Anthony,

I wanted to take the opportunity to introduce the two of you. Anthony is the President at ABC Company. He and I worked together for over 10 years at ZDP in operations and have stayed in touch over the years.

Cait is a manager of corporate partnerships at the Baltimore Orioles. Cait and her team have done a lot of great work with us over the years helping us gain more brand awareness, and team building at Oriole games. They have been a key part of our success. I think it would be valuable for the two of you to talk.

Cait – please reach out to Anthony and set up a time to speak. If you would like me to be part of it or if you have any questions, please do not hesitate to call. (Or – I will let you all take it from here!).

All the best.

Chad