

# The Effective Professional Introduction

STAR-Denver Meeting  
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# Why is this topic important?

- ▶ An important strategy for any business is to develop a productive Ecosystem
- ▶ The Ecosystem includes business alliances, subject matter experts, key clients, influencers and gate-keepers
- ▶ Adding and connecting those people “**your network,**” is the key to establishing a healthy Ecosystem
- ▶ A healthy & vibrant Ecosystem = business sustainability and growth

# Testimonial

## ▶ *From LinkedIn*

His connections always come along with the "who", "what" and "why", so you know why you're talking to someone beforehand and you can make the most of the connection.

He is probably the best networker and connector I have ever worked with. His easygoing manner and **ability to remember salient details about people he meets** make him an extremely effective connector, providing a valuable service to a variety of people.

*Carlos Cruz-Abrams, Partner at Kendall, Koenig and Oelsner for Brannan Johnson, Johnson Discovery Group, LLC*

# Basics of an effective introduction

## ▶ Email

- Include background information as to why you are doing the introduction.
- Give the reader some insight to the individual you are introducing
- Include a hypertext link to their LinkedIn profile, website or blog
- Provide email address and phone number

## ▶ Verbal

- Name, tag-line/brand, job title, company name, clients/markets served, personal endorsement

# The process

- ▶ Get approval from both parties in advance
- ▶ Tell them why you're doing the introduction
- ▶ Do the introduction
- ▶ Follow-up with both parties to make sure they connected (< week)
- ▶ Solicit feedback after they meet to ensure you're attuned to their experience, good or bad

# Example email introduction

Hi Bill and John

Bill has an executive search firm and also works with a few selected executives to help them get noticed by those who are searching for executives to propose for employment.

I suggest the two of you have a conversation to explore possibilities for finding a position in this area.

Sincerely,

Lloyd Gottman

Seth,

I'd like to introduce you to Tom Jones. Tom is an attorney and an expert in entrepreneurship and the business transactions within that sector. He has many years experience managing acquisition strategies and mentoring early-stage companies. Besides his impressive career accomplishments you'll find that Tom is a real gentleman. You can view Tom's LinkedIn profile below.

[Tom Jones LinkedIn Profile](#)

[Tom.jones@acelegal.com](mailto:Tom.jones@acelegal.com)

[\(303\) 555-1212](tel:(303)555-1212)

Tom,

Seth and I met about six years ago. Like you he has a fascinating career history that includes fishing for King Crab in the Bearing Sea as the captain of his own fishing vessel. I like to say that Seth is an undaunted risk taker. Seth is a true entrepreneur and his interests have led him to work with various economic development organizations and business incubators. He is currently the Executive Director of the University of Nebraska BizHub. I think you'll find that you two have a lot in common. You can view Seth's LinkedIn profile below.

[Seth Jones LinkedIn Profile](#)

**Please feel free to reach out to Seth directly.**

[sethjones@gmail.com](mailto:sethjones@gmail.com)

[\(303\) 900-2121](tel:(303)900-2121)

I know you will both enjoy meeting each other.

Very best regards,

Bill Mortimore, SCS, LLC

# Our exercise for today

- ▶ Pair-up at your table with someone you don't know
- ▶ Spend a couple minutes getting acquainted
- ▶ Give your partner your elevator pitch (30 sec or less)
- ▶ Your partner will then introduce you to your tablemates
- ▶ Switch roles
- ▶ Continue until everyone at the table has had a turn at doing an introduction
- ▶ The table then debriefs on what was learned