



The Top 10 Ways to Make Introductions to Busy People

If you're in B2B sales, providing services to B2B companies, or attempting to reach C-level executives, the people you want to reach are very busy. Here's how to get through to them so that they love you and will gladly help you.

1. **Know the people you're introducing.** If it's been a while since you've been in touch, look at their online presence (LinkedIn profile, social media accounts, website)
2. **Ask each person to write a few sentences** about themselves and their business that you can use when you're making the introduction – 2-4 sentences
3. When someone asks you to make an introduction, **ask them why they want to be introduced** to the other person (what interested them about the other person, how it will help them, etc.) – 2-4 sentences
4. When you make the introduction, **tell each person how you know the other person** (working together, school, mutual friends and colleagues, etc.) – 2-4 sentences
5. **Tell each person why you're making the introduction** (why you thought the connection would be a good one or why the person who requested the introduction wants to be introduced.) – 2-4 sentences
6. **Include a Call to Action and next steps:** “You can take it from here. Keep me in the loop.”
7. **Provide email addresses, phone numbers and links to each person's LinkedIn profile** to make it easy to view profiles for more information and contact each other.
8. **Set expectations:** “If you can talk or meet and work together, great. If not, no problem – we're still friends.”
9. An introduction comes with a personal recommendation. That's why they're so effective. **If one person doesn't follow up, it reflects on you.** Check in after a while to see how the introduction and business relationship is going.
10. **Don't make double-opt-in recommendations** where you tell someone you're going to introduce them to a colleague and ask them if they want you to meet the other person.

Jan Wallen



Jan Wallen wrote the book on LinkedIn – literally. She’s the author of *Mastering LinkedIn in 7 Days or Less* and the forthcoming book *Sales + Social Media = Social Selling* (available soon). In her career she’s moved from corporate sales, to sales consultant, to social media networking practitioner to author to LinkedIn and social media guru. *Jan shows professionals and salespeople how to grow their business and advance their careers with LinkedIn and social media.*

Jan has built her business so that 95% of her consulting, speaking engagements and mentoring clients come from LinkedIn. This is because of her profile, her activity on social media, and the no-cost marketing techniques she uses on LinkedIn and Twitter.

Jan writes a blog, [articles](#), and writes for several sales blogs. She is a member of the invitation-only Friends of LinkedIn group. Because of her up-to-date knowledge and areas of expertise, Jan’s professional advice and expertise are sought after and sourced by publications and media including: [Business News Daily](#), the Business Insider, [Shelley Palmer Blog](#), [LinkedIntelligence](#), [Entrepreneur Podcast Network](#), [iCANny's webcast](#), and radio shows including [Into Tomorrow and BlogTalk Radio \(Lead Generation and Prospecting\)](#).