Securing Introductions with Sales Navigator

Find common connections or use Teamlink to skip the cold call

Introductions in Sales Navigator

You can use an introduction to contact LinkedIn members beyond your first degree through connections you have in common. You can request an introduction, and then the connector can start a message addressed to you and the desired recipient. Once the recipient accepts the introduction, you can exchange information directly. You won't connect with another member unless one of you sends an invitation to connect and the request is accepted. We recommend you only connect with people you know and trust.

Percentage of time executives will take a meeting based on a referral

- 76% if by a superior
- 50% if by an internal colleague
- 36% if by a subordinate

You are almost 5x more likely to schedule a first meeting if you have a personal connection in common. 87% of customers want to be introduced to vendors and salespeople through their network.

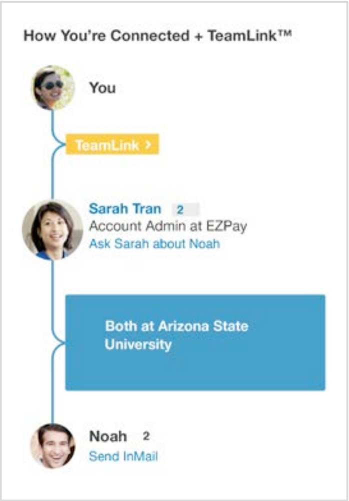
Who to get introduced to: Request an introduction from colleagues or connections when it will be most impactful. When you view a profile, TeamLink identifies and shows you the people you can ask for an introduction from, giving access to your 3rd degree network and beyond.

Likelihood for success

High	Low
• You know the connector personally	• Connection is weak
• Connector is senior at your company	• Connector is far more junior
• Overlapping work experience	• Un-related work history
• Same last name = family	• Recruiters
• Attended the same school	• Connector is in different region

How to request an introduction

There are different ways to ask for an introduction, both with Sales Navigator and by using traditional methods:



Via Sales Navigator: Click the (Ask about) button in your TeamLink panel to send a message to a member and ask for an introduction to a common connection.

Traditional methods: If you work in the same office as your connector, walk over and ask them in person. If they work in a different office but you know their phone number, try a phone call. If you know them well, outside of work, take them out for a coffee. Following up on an introduction request with these more traditional methods can speed up your response time. Remember, relationships matter!

Tips for introduction requests

Make it easy:

- Check your CRM to make sure they haven't already been asked
- Don't repeatedly ask the same person for introductions
- Tell them why this introduction will be valuable
- Always state the reason you want the introduction
- Give the introducer a comfortable way to decline your request
- Keep your introducer in the know on the progress of your conversation
- Create an email template for your introducer to use to make it easier for them to reach out on your behalf

Follow through: Follow-up 2-3 business days after your initial request

Name drop: Ask your TeamLink connectors if you may drop their name as a fallback if they are not comfortable making the introduction.

InMail: You can use InMail, included in Sales Navigator, to reach out to any member directly without an introduction.