



“Getting Introductions” Script

“Getting Introductions” Phone Call

(Ask when calling your best clients and COIs with a goal of gaining introductions from them.)

- *“I’m growing my business. I need (or would like) your help.”*
- *“What objections would you have to meeting me for lunch or dinner to discuss how you can help?”*

“Getting Introductions” Meeting

(Questions for your best clients and COI’s who are your advocates.)

- **Order the Meal. YOU pay.**
- **Transition:**
 - a) *“I’m growing my business and I feel you can probably help me.”*
 - OR**
 - b) *“I’m growing my business and I need your help.”* Then...
 - c) *“If you were me doing what I do, who would you call on?”*
(You will need to share your target profile before getting names.)
- **Now that you have some names, ask the following questions:**
 - a) *“Who would you call first?”*
 - b) *“Why?”* (prioritize them)
 - c) *“What is the best way to contact them?”*
(They will probably say “You can call them.”)
 - d) *“I don’t suppose you could call them first to introduce me?”*
(Assume they will say “Yes.”)
 - e) *“What will you say when you call them?”*
 - f) *“Would you mind mentioning...?”*
 1. *“That I’m a good person.”*
 2. *“That they should take my call.”*
 3. *“I’ve done good work for you.”*
 4. *“That if it doesn’t make sense, it’s OK to say no.”*