

Building a Referral Machine

Starting the Machine



Make Contact

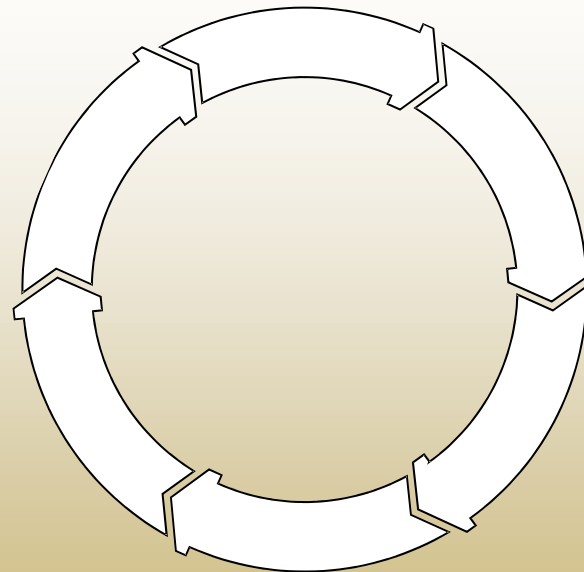
- Demonstrate a Specific Set of Non-Vendor Behaviors
- Remove Barriers to Accepting a Meeting

Receive Introductions

- Qualify for level of Investment
- Set up compelling contact

Help Others Help You

- Ensure you Receive only Valuable, Productive Introductions



Make Introductions

- Power of Reciprocity

Identify Introductions to Make

- Unusual behavior
- Surprising Impact
- Reveal Connectors, Resources, Prospects

Coach Your Connections

- Specify specific set of Non-Vendor Behaviors
- Eliminate Risk