

# BX Business™ Networking Reimagined

**1.** **YOU:** Make the referral request

This is your 40-second pitch at a networking event.

**2.** **YOU:** Receive a Connection Opportunity

This is where you receive a connection opportunity or referral at an event.

**3.** **YOU:** Email the REFERRER using Template A

Send an email ASAP to the referring person. Use the template A provided. Remember, this is a connection to add value, not to sell to. The purpose of this introduction is to initiate a phone conversation with the connection.

**4.** **REFERRER:** Emails both YOU and the REFERRAL an Introduction Email using template B

This is the email connecting you and the new connection or referral. This happens AFTER you send Email Template A.

**5.** **YOU:** Email the REFERRAL and the REFERRER using Template C

This is the Reply All email, following Email B. You are now connecting with the referral and thanking the referrer. Your goal - book a phone call to learn more about the connection.

**6.** **YOU:** Thanks the REFERRER at the next opportunity PUBLICLY

Most networking events provide the opportunity for you to give a shout out for great connections and support offered by other participants.