How to Use LinkedIn Introductions for Referral Connections

Social Selling for Financial Professionals

To reach new prospects on LinkedIn, you may want to leverage your existing network for referrals. People in your existing network can make warm introductions to new contacts who could potentially become new clients. The **Get introduced** tool on LinkedIn makes this an easy process.

REFERRALS

Use your existing network to request warm introductions to prospective clients.

Ask for Introductions

1. Visit **LinkedIn.com** and sign in.
2. Locate the person to whom you would like to be introduced.
3. Hover over the down arrow located next to the **Connect** or **Send InMail** button and select **Get introduced**.
4. If more than one person in your network is connected to the person, you have the option to select the person you want to make this introduction.
5. Write a message to the person who will introduce you, and be clear about why you are asking for an introduction. Keep it professional because your message may eventually be seen by the person to whom you want to be introduced.
6. Click the **Send Request** button, and your message will be sent to your connection. He or she then has the option to introduce you and allow the prospective connection to reply to you directly.

TIP: *Be professional and give the person who will be making the introduction a gracious way to decline if he/she doesn't feel comfortable recommending you.*

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To learn more about how you can use social selling to grow your business, call your consultative wholesaler at (800) 722-2333 or visit SocialSelling.PacificLife.com.

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