



Power Partner Networking Introduction Formula

This introduction is a variation of the Networking Self Introduction, but instead of appealing to prospects, this introduction give potential power partners a reason to approach you. Use this introduction when you are asked to stand up and introduce yourself at a meeting with potential power partners.

Step 1: Start with a qualifying question or two. Raise your hand to attract attention and get your audience physically engaged.

Step 2: Acknowledge the responses, and explain why you asked.

Step 3: State **your name**. Now that they know what you do and for whom, tell them who you are, and your functional title.

Step 4: Identify your clientele, and what they need from your referral partners.

Step 5: Invite potential power partners to approach you.

Step 6: Repeat your name, title, and reason to approach you.

Example: My Power Partner Introduction

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| Step 1: Qualifying question(s) | Are there any graphic designers here who are accepting new clients? |
| Step 2: Acknowledge and explain client needs | Great, because my clients ask me for referrals to graphic designers to create logos and their marketing materials. |
| Step 3: My Name & Title | I'm Veronika Noize, the Marketing Coach. |
| Step 4: My Ideal Client | My clients are small business owners who work with me on marketing strategy, but they need graphic design services that I don't offer. |
| Step 5: The Invitation | So if you're a graphic designer, and you're ready for new clients, let's talk. |

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| Step 6: Repeat Name & Title & Reason to Approach | I'm Ronnie Noize, the Marketing Coach, and I am looking forward to referring business to you. |
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Now, it is your turn! Here is your worksheet:

Worksheet: Your Power Partner Introduction

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| Step 1: Qualifying question(s) | |
| Step 2: Acknowledge and explain client needs | |
| Step 3: My Name & Title | |
| Step 4: My Ideal Client | |
| Step 5: The Invitation | |
| Step 6: Repeat Name & Title & Reason to Approach | |

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