



# Rock Your Introductions, Recommendations, and Referrals

Are you scratching your head and wondering why you are not receiving the referrals you think you deserve? Maybe the answer is simply the difference in expectations, readiness, and who best to connect with you and your business. **Rock your Introductions, Recommendations, and Referrals** by understanding the differences and becoming aware of what you are actually asking from your network. Knowing the difference means you minimize misunderstandings and manage expectations among professionals in your network. For personal assistance with your networking efforts, secure your **30-minute, complimentary Networking Breakthrough or Referral Gap session** at [OccasionsToSavor.com](http://OccasionsToSavor.com) today!

	<b>Expected Number of Contacts Given</b>	<b>Risk to Your Reputation</b>	<b>New Contact's Readiness To Act</b>	<b>Involvement in the Connection</b>
<b>Referral</b>	1:1 to provide the best fit for the stated need	<b>High risk</b>	Highest level of readiness and actively seeking your service	Multiple conversations so that you keep the referring party informed about your progress and outcome
<b>Recommendation</b>	May be 1:1 or 1:many	<b>Low to Medium risk</b>	Readiness is implied because only sought when planning to take action soon	Typically 1-time conversation where you provide a name and contact information
<b>Introduction</b>	Typically 1:1	<b>Low risk</b>	No readiness is necessary because this is a gesture of possibility	1-time conversation without further responsibility