



## 1.8 Obtaining referrals

Referrals to other local contacts are the best way to expand your network.

The best way to obtain a referral is to share your network. Be the first at a networking event or party to provide a contact to people you have just met, rather than waiting for them to give you something first. Once you start sharing your contacts and making connections with others, your contacts will soon start returning the favour.

### Best practices for obtaining referrals

When talking to others, unless you are specific in your questions, you risk soliciting an unfavourable response. Here are some examples of questions that are simply too vague:

“Who else do you know might benefit from the services of the TCS?”

“Do you know anyone else I should talk to?”

In contrast, you can expect a favourable response from questions such as:

“I am trying to meet Mr. X of company Z. Do you know him?”

“I would like to get your partners involved in this partnership. Could you arrange the meeting?”

**IMPORTANT NOTE:** These examples, just like all other examples in this guide, must be adapted to the business culture of your local contacts. In certain cultures, you may want to demonstrate the benefits of this partnership to your contacts and their partners before you ask them to arrange a meeting.

Taking cultural background into account is vital for all the examples that follow. For instance, in many countries, you may want to avoid addressing your local contact on a first name basis.

When in doubt as to what approach would be appropriate in the local market, we recommend that you consult your locally-engaged staff or colleagues who have had previous experience in this market.