

THE EXTRA POINT

BY JERRY ROBERTS



226 Making a Great Business Introduction

At one time it was understood by everybody, but not any more. At one time people had confidence in doing it, but not any more. At one time people actually did it, but not so much any more. I'm Jerry Roberts and I'm talking about the proper way to make a business introduction, today on The Extra Point.

Making a correct business introduction can make some people sweat. "How do I do it? Who gets introduced first?" After today you'll never worry about this again. You'll give amazing introductions. Ready? Here we go.

Rule one. Gender doesn't matter. What does is organizational rank. If you're connecting a customer service manager to your CEO, you introduce the manager to the CEO, not the CEO to the manager, like this: "Dave Castro, this is Tina Pangelinan, the customer service manager of XYZ Corp. Tina Pangelinan, this is Dave Castro, our CEO at Island Enterprises." They greet each and shake hands.

You don't have to say first and last names twice but it helps for people to hear the other person's full name twice, particularly if it's not a common name. The last thing you want is for one of the people asking the other, "Uhh, what was your last name again?"

Now let's say that you know something that might connect Dave and Tina and get their conversation off to a good start. After you've gone through the basic introduction you could add: "You'll both be happy to know that you share a love of running and you're bigtime Dodgers fans."

That brings an enthusiastic smile and maybe a "Go Dodgers!" out of them, and things are off to a good start.

Rule two. There is an exception to who gets introduced to who if one of the parties is a

client of the other's company. In that case, you would introduce Dave, the CEO, to Tina, the customer service manager, who spends money with your company. It's the golden rule in introductions. Anybody spending the gold is the VIP in the encounter.

In Guam we're very informal and this meetup often might sound like this: "Hey Dave, this is Tina Pangelinan, she runs customer service at XYZ Corp...and this is Dave Castro, the head honcho over at our place." Okay, it's not horrible and you can get away with it. It just sounds better when you do it the other way, and makes a great impression on both parties, plus anybody else who might be in the group. They're going to think you really know what you're doing.

Rule three. Keep it simple. If it's not a connector that adds to the intro, don't toss in any qualifiers. This could be something like, "Tina is our favorite client," or "Dave does great karaoke." This kind of thing should be avoided.

Making a good business introduction is a lost art and as mentioned, if you do it well you're going to score a lot of points in the eyes of all those concerned.

Practice a little. Make up situations and imagine you're the one making the introduction. What will you say? How about...

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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