

# 24 Days of Go-To-Network



## Leverage Your Network & Generate Pipeline

### Day 3 brought to you by Dimmo

If you want to leverage your network to generate pipeline and revenue, there are 3 steps you should always follow:

- 1. Make it obvious you're about to ask for a favor**
- 2. Give an exact reason why you're reaching out**
- 3. Offer to do ALL of the work for your contact**

Now let's put these steps into a real scenario. Your team should always be asking new customers for referrals because you want to replicate more customers, just like the ones you already have, and know are a good fit for your product or services.

- 1. Make it obvious you're about to ask for a favor** - After customers are successfully onboarded and excited about your product, mention you're always looking for referrals to other companies that would also be a good fit. If you have a referral program, mention it.
- 2. Give an exact reason why you're reaching out** - "We're looking to replicate customers much like yourself, customers that deal with X challenge, Y challenge, or Z challenge. Are you aware of any other {TITLE} in your network that might be having these challenges?"
- 3. Offer to do ALL of the work for your contact** - Make it as easy as possible for your customer to make the intro happen, "I'm more than happy to write the message for you but again, no hard feelings if no one comes to mind."

