

## Meeting a New Influencer

Influencers are well-known sources of introductions. First meetings set the stage for how a relationship might develop (or not).

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### Ideas

Here are a few tips when meeting a new influencer candidate.

1. Courtesy

Reconfirm the amount of time they have to meet.

2. Patience

Not too fast, get to know them on a personal level, similarly to talking with a new potential client.

3. Specialties

Ask about what service(s) they would like to sell more of and to whom. Share your ideal referral profile. Discuss how working together might look.

4. Trust & Teamwork

Share your respect for their trust and your commitment to being a part of the client team.

5. Influencer Referral Process

Learn about their referral process and describe yours.

Influencers will typically introduce more than one firm to a client. You can stand-out by being prepared, process-oriented, and demonstrate you've done this before.

Idea Sheets provide quick and actionable suggestions to drive more referrals and introductions. Visit the [Navigator website](#) often for new additions.