



SHARING THE CREDIT®

3-Way Professional Introduction

The 3-Way email has been the secret weapon of the C-Suite and other high-level players since 1998. It works best when preceded by a phone call to the 1st person and you talk about person #2 and get permission to send #2 over. The #2 person needs all the data you can politely give: First name, last name, company, and phone number if you have it.

Example:

Hi Jeanie,

So, this is Mike at Sharing the Credit. He is the one I was telling you about, as he and his team do so much to help our nonprofit.

Mike,

This is Jeanie Smith over at Thorinson Metal Works. She is a big believer of ours and I wanted you to give her that Concierge level service that you do, because she is so important to us. Contact data is below so, let me know if there is anything you need.

Jeanie Smith

555-555-1212

Thorinsonmetal.com

Best regards,

Judy Postlewaite

Save-a-Puppy.org