

# 6 Ways To Get Referrals



# Getting Referrals, Best Practices

## 6 Ways to Get Referrals

**The key to winning referrals** is high quality touch points with consistent follow up. Your application tracker is your CRM and make sure you stay organized, not just spray and pray.

1. **“When in doubt, focus out.”** Create win/win situations with your fellow job searchers and check out their application trackers and see which companies they are interviewing with and see if you can create a win/win situation where they can refer you to their point of contact and you give them to some of yours.
2. **Use LinkedIn’s Alumni Tab**  
Go to your university’s LinkedIn page and click the “Alumni” tab. Filter by companies you’re targeting. You already have something in common and will be more likely to have 2nd connections.
3. **LinkedIn Message.** Find your Ideal Customer Profile (ICP) (SDR’s, AE’s, Recruiters, Hiring Managers)
  - a. My recommendation, send connection requests to people who are not in the exact role you are going for. Sometimes people have an ego referring to people for the role they are in. Also, recruiters have KPI’s for how many people they add to their application trackers weekly so you are doing them a favor by reaching out to them
  - b. Send a connection request with no message and message after they accept so you have unlimited requests.
  - c. Operate with curiosity. The key is to be curious instead of needy. Your asking if it’s a fit for you which shows you don’t need the job, you are just curious if it would be a good fit
4. **Multithread with email and LinkedIn** (creative approach) - [video](#)
5. **Cold Call** - Insert their name into Apollo and cold call
6. **Get an introduction** - If someone in your network knows a person at your target company (a 2nd-degree connection on LinkedIn), ask for an introduction.
7. **Update your application tracker**, and ask Jay if he has someone there to introduce you.

**Bonus #1:** Go after companies with no roles posted. The best roles are not posted yet. Hiring managers typically have a short list of “bench candidates” before they start interviews and they post



it publicly. Network internally with your dream company and ask what they they foresee for headcount openings this year and what it would take for you to be the #1 bench candidate when roles open up.

**Bonus #2:** Examples of Messages for Inspiration below:



←

Tainah Subtil

• Active now

⋮

+ i

☆

Book an appointment

Tainah Subtil

SDR Manager @ Chili Piper

TODAY

Armando P. Paolino IV

• 10:31 AM

Hi, Tainah!

I applied yesterday to Chili Piper's SDR role via a referral link from Aaron Wallace. I connected with him and had a great conversation about the role and his experience at Chili Piper.

Your name came up a few times (all good things!!) and I wanted to see if I could pick your brain about the role as well. Are you free at all this week for a quick chat? I promise to keep it brief and make you laugh at least once!

Tainah Subtil

(She/Her) • 2:34 PM

I love the approach Armando, Aaron had only great things to say about you, so I WOULD LOVE to meet you. That's why I'm asking our people team to take a careful look at your application.

Since I'm part of the process, I usually don't jump the gun on meeting people, as it can be unfair with other candidates, but I'm on it. Can you message me again if you don't hear from our people team until Monday EOD?

+ i

Write a message...

🎤

←

Ty Badciong

• Active now

⋮

+ i

☆

3:11

3:11

📶

🔋

TODAY

Ty Badciong

1st

Digital Transformation (Cloud, Data, AI) | AWS

TODAY

John P.

(He/Him) • 11:13 am

Hi Ty, thanks for connecting! I'm going to graduate soon and thinking about getting into tech sales. AWS seems like a great company from all the research I've done, and I noticed you've really crushed it, checking out your LinkedIn. Do you have a few minutes to connect and tell me about your experience?

Ty Badciong

• 3:10 pm

Hey John - normally I don't respond to these but the fact that you have data as a bartender is too good not to. Happy to chat about my current experience

Thanks

🔗

Write a message...

🎤



7:28

←


Christian Carr

Mobile • 5m ago


...

+ i

☆



John P.




(He/Him) • 10:55 am

Thanks for the reply Christian! I've been researching Cisco's Sales Associate Program and really appreciate its focus on cross-functional training and clear promotion path - which is really cool.

Given the competitive landscape, I wanted to ask if you might be open to a quick 5-10 minute conversation tomorrow?


Having the opportunity to gain genuine insights from your experience as an AE, rather than just relying on generic research, would be incredibly valuable! (Edited)




Christian Carr


• 11:57 am

Sure, how does 5 pm pacific work for you tomorrow?




1






John P.



(He/Him) • 12:02 pm

Works perfect! What's your number? I'll give you a call then.


NEW



Christian Carr


• 7:23 pm


305-905-9933




Sent

Thanks





Write a message...



9:18

←


Diego Nieto

Active now


...

+ i

☆




Diego Nieto




• 1st

Account Executive, Strategic Accounts @ MongoDB

TODAY




John P.



(He/Him) • 11:34 am

Hi Diego, thanks for connecting! I'm going to graduate soon and thinking about getting into tech sales. MongoDB seems like a great company from all the research I've done, and I noticed you've really crushed it, checking out your LinkedIn. Do you have a few minutes to connect and tell me about your experience?

NEW




Diego Nieto

• 9:17 pm

Hey John, sure thing - why don't you put 20 min on my calendar Monday of next week


Email is [diego.nieto@mongodb.com](mailto:diego.nieto@mongodb.com)




Great, thanks

Great, thank you

Thanks



Write a message...





12:26

←


Madison Hartsock

Mobile • 5m ago

...

+

☆




Madison Hartsock

• 1st

Territory Account Executive at Salesforce

TODAY




John P.

• 11:50 am

Hi Madison, thanks for connecting! I'm going to graduate soon and thinking about getting into tech sales. Salesforce seems like a great company from all the research I've done, and I noticed you've really crushed it, checking out your LinkedIn. Do you have a few minutes to connect and tell me about your experience?

✓


NEW




Madison Hartsock

• 12:22 pm


Hi John, nice to meet you! Congrats on the upcoming graduation and excited for you. Salesforce is awesome, highly recommend. I'm slammed at work but could talk for 15ish minutes if you have time Friday morning or next monday morning?




Thanks



Thanks, Madison



Write a message...



6:45

←

Michelle Sellke


...

+

☆

You haven't connected with Michelle Sellke

✓ Pending




Michelle Sellke

• 2nd

Enterprise Account Executive at Chainguard | Champion for Women in Sales & Tech

TODAY



Ravi Hemlani


• 5:56 am

Hey Michelle,

I'm looking outside of Dell and Chainguard piqued my interest.

I noticed an opening for an SMB AE... I'd like ask you some questions about your experience to see if it's worth transitioning. You free to connect?


✓



Michelle Sellke

• 5:56 am


Hi Ravi, happy to refer you in. Send your resume to [michelle.sellke@chainguard.dev](mailto:michelle.sellke@chainguard.dev)




Sure, thanks

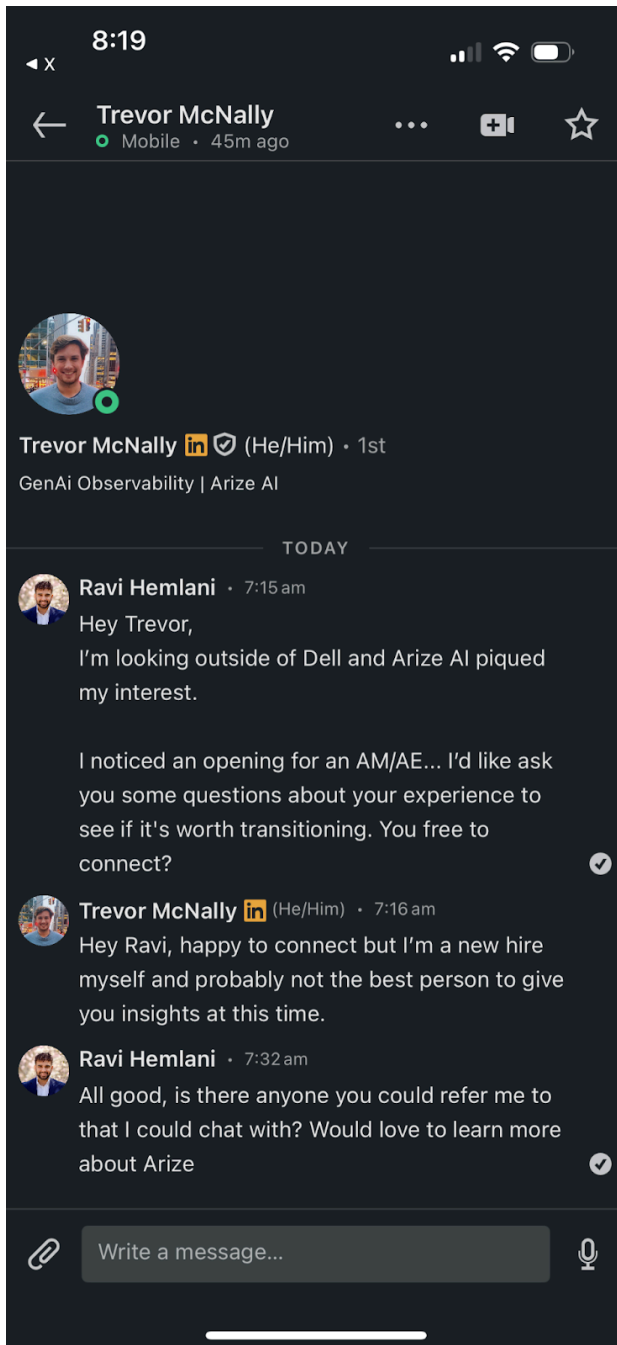
Thanks

Thanks, Michelle



Write a message...





# Stacking Referrals





## Stacking Referrals

### Weekly KPI's

Interview Processes Secured Since Last Friday:

Total Interview Processes to Date:

LinkedIn Activity

- Connects (Goal = 100–200/week): [Insert number]
- Messages (Goal = 100/week): [Insert number]
- InMail (Goal = use strategically): [Insert number]

Referral Calls Completed:

Resource: Watch Ryan Fair ([video](#)) 3:20 - 30:34

### Reaching Out Cold (Student)

"Hi [Person's name], thanks for connecting. I'm going to graduate soon and thinking about getting into tech sales. [Company name] seems like a great company from all the research I've done, and I noticed you've really crushed it, checking out your LinkedIn. Do you have a few minutes to connect and tell me about your experience?"

*Optional Addition for Message:* "Currently a bartender & I'm consistently achieving a 20% above average gratuity rate compared to other bartenders in my area which is really cool."

### Reaching Out Cold (Professional)

"Hey [Person's Name], I'm considering transitioning to [Company name] but a bit undecided if it will be the right fit. I see you are doing well and wanted to see if you're open to connecting so I can hear about your experience. Thanks in advance!"

### Cold Outreach When Transitioning into Tech Sales

Charlie, thanks for connecting! I'm determined to break into tech sales and [Company Name] is at the top of my list. I'd love to hear about your experience in sales so far. Are you open to talking this week?



### **Engaging Through Social Content (Warm Cold Outreach)**

[Name], Your most recent post made me laugh. Couldn't agree more! Reaching out as I am looking to break into tech sales and would love to learn about the sales environment at [Company Name]. Are you open to connecting?

### **Leveraging Mutual Connections (If your friend has given you the green light to reach out on their behalf)**

"Tiarnan, welcome back to the states! Costa Rica looked like an incredible trip. Reaching out as [Zackary Skeen] mentioned you are always looking for fresh talent. Are you open to connecting?"

### **After an ETS Coach Introduces You to Someone**

[ETS Contact Name], Thank you for the introduction! [New Contact Name], I'd love to hear about your experience in sales at [company name] so far. Are you free to meet, Thursday afternoon at this time or Friday morning? I know Zoom fatigue is real, so happy to jump on a call or do Zoom-whatever works best for you.

### **When You Don't Get a Response: Send up to 3 Follow-up Messages Every 3-4 Business Days**

#### **1st Follow Up**

"Hey [Name], I'm sure you're extremely busy but wanted to see if you have 10 minutes to connect next week."

"Hey [Name], I know [Company Name] sales kickoff is this week so I'm sure you're swamped. Are you free to meet next week once things settle down?"

"Hey George, I'm sure you're extremely busy but wanted to see if you have 15 minutes to connect next week.

Are you available for a quick chat Monday morning (between 9-11 AM EST) or Tuesday afternoon (after 1:00 PM EST)? Happy to work around your schedule if another time is better"

#### **2nd Follow Up**

"Hey [Name] Following up. Feel free to kick me to the curb if you're swamped, but even a short response is appreciated."

#### **3rd Follow Up**



"Hi [Name], just checking in one last time. I know you're busy, but if you have a moment, I'd love to connect. Thanks for your time!"

## Pre-Call Action

1. Send your resume some point before the referral call so they can see how well designed it is (establish credibility) *Hey [Name], excited to chat tomorrow! Just sharing my resume here in case it's helpful.*
2. 5x5x5 Rule: 5 mins checking their LinkedIn & Social Media accounts, 5 mins researching the company, 5 mins drafting questions

## Call Structure

### Opening (Keep it Natural & Flattering)

#### Start with Flattery & Appreciation

"Hey dude, honestly man, I looked through everyone on LinkedIn and you seem like the head honcho, like the best SDR at [Company]. And that being said, I'm just really honored that you were able to give me time out of your busy day. Like, I can't even imagine how busy you are."

#### Build Rapport

"Hey [Name], I checked out your LinkedIn and noticed you have some stuff up on triathlon training. I hear those are intense. What sort of races do you do?" (After a few min minutes) "Dang, [name], I swear I could talk about triathlons all day, but I know we are both busy so maybe we can talk about work or something" (in a joking manner)

### Questions to Ask

1. **Company Initiatives**
  - "I understand that ADP has recently announced an accelerated digital transformation—modernizing its HR and payroll platforms, & that's what the company is doing, but what are YOU most excited about?"
2. **Performance & Growth**
  - "I know you don't affect the stock, but I saw this [sales performance]. What do you think contributed to that?"
3. **Tech & Tools**
  - "With so many tech solutions available, are there any current sales tools that you guys are using that you absolutely love?"



#### 4. Devil's Advocate Question

- "Hey, this role seems great. However, playing devil's advocate, I'd love to hear like, maybe like, if you had to put a blemish on the apple, what would be the worst, you know, part of your role and the company if you even have to say one, like that 1% you just don't like."

#### 5. Personal Experience

- "What's your favorite part about your day-to-day?"
- "What advice would you give for someone considering entering into the interview process?"

#### 6. Insider Tips

- "Hey [Name], What advice would you give someone looking to join [company name], and where do you think most people fail in the interview process?"

#### 7. Other

- What characteristics do you feel the company looks for in new hires?
- What do you think you did to succeed in the hiring process?

### Sneak in a Subtle Story (To Market Yourself)

"Yeah, I can definitely relate to starting out in a bigger company. I was at Dell EMC and had a great run there where I got promoted 4 times in 2.5 years. It taught me a ton about how to stay hungry, learn fast, and show results. That kind of environment really pushed me to grow."

### Closing the Conversation

#### 1. Asking for Referral

- "Based on our conversation, I noticed there's a roll open. And, um, I'd really, really appreciate a referral from you, because it just seems like you're someone who's really dialed and well connected. Is that something you'd be interested in?"

#### 2. Hiring Manager Connection

- "Hey, like, totally, you know, I'm not sure, but by chance, do you happen to know the hiring manager? I'd love to connect with them."

### Key Reminders

- Send resume before the call
- Treat it like a sales call
- Start strong with genuine flattery
- Show genuine interest
- Let conversation flow naturally
- Keep the casual, authentic tone
- Focus on building real connection
- Listen more than you speak



- Take mental notes for follow-up
- Remember: Everyone loves sincere appreciation of their work

## Common Situations



Hey team, wanted to reach out for some advice from you all.

I am in the beginning phase of reaching out to desirable companies for referrals. I have been able to connect with a few AEs that are open to having a call about their experience in the role but a lot them will come back at me with this questions..

"what stage in the interview process are you in"?

What do you all fee is a good response? Ive been transparent that I am looking to get insight from current reps before going through the app process but wanted to see if you guys found a better way to respond to get them on board to chat.



Hey Tony, in my experience this is a good sign! A lot of companies give referrals and so they're probably trying to figure out if they can score a commission for referring you.

Either way, a good response I think is: "I'm trying to get introduced to a couple of people there in hopes of getting referred and getting an understanding of what's going on in the org so I can come prepared for interviews."

You can adjust it to be less/more direct depending on how you feel. I've found generally salespeople want to be helpful bc they know what its like to be on the outside wanting to get in. Good luck!



I think people typically ask this to figure out how they can help. I'd just tell them straight up and then tell them what you were hoping to chat about in the convo if that works for them.

Then go through your questions keep is conversational and at the end see if they'd be open to the referral.

Also call out "I know applying on LinkedIn or the website can be a black hole for applications. I know a referral can be a win for both parties - is that something you'd be open to doing ? Would be very grateful and owe you one!

# Referral Call Example



## Referral Call Examples

Below you will find great referral call examples.

1. [Call Recording](#) (30 min)