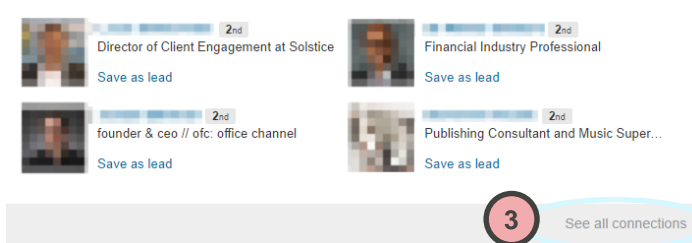
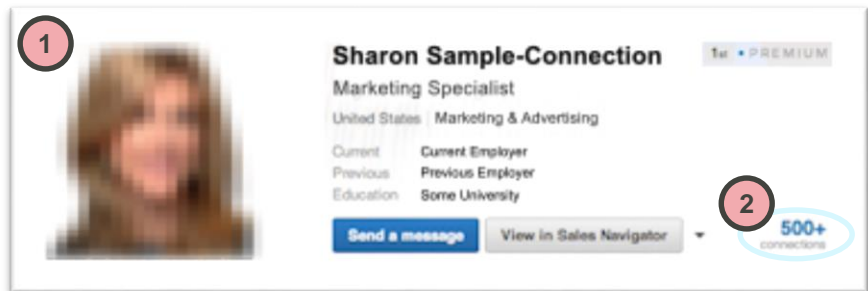


### LinkedIn 2<sup>nd</sup> Degree Connections

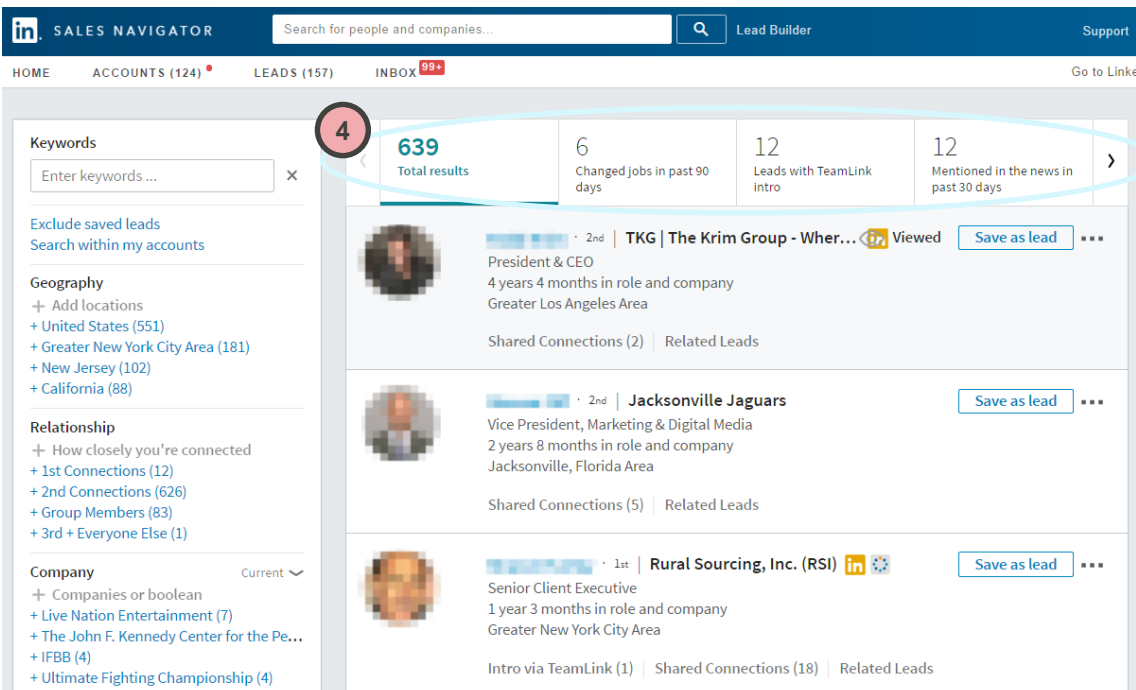
Filter your connection's connections to find ideal prospects so that your connection can provide a warm introduction.

**Advisor Best Practice!** Before meeting or calling a client, review their connections to uncover possible prospects for a warm introduction.

Your 2<sup>nd</sup> degree connections are the **sweet spot** on LinkedIn! Why? Because they each have at least one 1<sup>st</sup> degree connection in common with you. An advisor best practice is to source names for introductions from your connections, pre-qualify them and then ask for an introduction to 3-5 individuals you would like to be introduced to.



1. Go to the client's profile
2. Click on their connections
3. Click on the **See all connections**
4. Use the menu on the top for low-hanging fruit; job changes, mentioned in the news, shared experiences, shares on LinkedIn



- Use the menu on the left-hand side to filter down & find ideal prospects using the **Geography, Relationship, Company, Industry, Company size, Function, Title, Seniority level or View all filters** functionality
- Use the **View all filters** to get very targeted, as you will have access to all filters including zip code

The screenshot shows the LinkedIn Sales Navigator interface. On the left, a filter menu is open, showing categories like Keywords, Geography, Relationship, and Company. A red circle with the number 5 highlights this menu. On the right, search results are displayed, including a profile for a President & CEO at TKG | The Krim Group. A red circle with the number 6 highlights the 'View all filters' button at the bottom of the filter menu. A blue arrow points from this button to the 'Filter your search' panel on the right.

The 'Filter your search' panel is shown, displaying 639 results. It includes a search bar and a 'Search' button. Below are sections for 'Top Filters' and 'Other Advanced Filters'. The 'Top Filters' section includes filters for Keywords, Geography, Relationship, Company, Industry, Title, Company size, Function, and Seniority level. The 'Other Advanced Filters' section includes filters for Postal code, School, Groups, Years in current position, Years at current company, Years of experience, Past company, Company type, First name, Last name, Profile language, Interested in, Member since, and Posted content keywords.

**Idea Share!**

Not sure what to say when you ask for an introduction?

Here are two possible options to start the conversation:

- Set it up – “Hey Pete, in the future, would you mind if I asked you about people you may know?”
- “Hey Pete – I came across Sameer’s profile, noticed you were connected to him. He looks rather interesting, would you recommend that I talk/meet him?”

Set the stage with clients, friends & family so that you can ask for introductions in the future.