

# How to Make a Great Introduction

A good introduction sets everyone up for success. This document covers what to say, how to position ReFresh, and how to set expectations with both sides.



- 1 The basics
- 2 How to position ReFresh
- 3 What to include in your intro email
- 4 Tips for better introductions

## 1 The basics

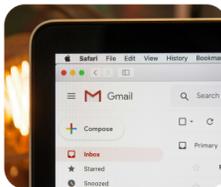
### A great introduction is simple:



**You connect your contact with ReFresh via email**



**You briefly explain why you think they should talk**



**We take it from there**

You don't need to sell ReFresh or answer detailed product questions. Just make the connection, we handle the rest.

## 2 How to position ReFresh

### Keep it simple. ReFresh is:

A platform that helps organisations manage psychosocial risk and meet their WHS compliance obligations. Surveys, incident reporting, risk registers, and audit-ready evidence, all in one system.



- Phrases that work:**
- "Psychosocial risk and compliance platform"
  - "Helps you meet your WHS obligations around psychosocial hazards"
  - "One system instead of spreadsheets and fragmented tools"
  - "Audit-ready evidence if something goes wrong"
  - "Built for the new psychosocial regulations"

## 3 What to include in your intro email

### Keep it short. Include:

1. Who you're introducing (your contact's name and role)
2. Why you thought of ReFresh (brief context — even one sentence is fine)
3. A handoff ("I'll let the ReFresh team take it from here")
4. BCC partners@refresh.tech so we can track it

Hi [Name],

I wanted to connect you with Harrison Kennedy, founder of ReFresh. It's a platform that helps businesses manage psychosocial compliance, from surveys to incident reporting and risk registers.

Given [brief reason, e.g. "your team is growing quickly" / "you're across multiple sites" / "we chatted about compliance recently"], I thought it could be worth a conversation.

Harrison, [Name] is [role] at [Company]. [One line of context, e.g. "They're a fast-growing agency in Melbourne" / "A national manufacturing business with multiple sites."] I think they'd be a great fit.

I'll let you two take it from here.

Cheers,  
[Your name]

## 4 Tips for better introductions



**Warm is better than cold.**

An intro to someone you know converts much better than a name and email.



**Context helps.**

If you know why they might need ReFresh (recent incident, board pressure, growth), include it.



**Right person matters.**

Head of WHS or HR is ideal. If you only know someone else, ask if they can connect you to the right person.



**Don't oversell.**

A simple "I thought you should talk" is better than a sales pitch. Let us do that part.



**Follow up is optional**

You can check in with your contact if you want, but we'll keep you updated.