

Partner Catalyst Group Introduction

1. Simple Warm Introduction

Hi [Client Name],

I wanted to make a quick introduction to a group we work closely with, Catalyst Group.

They act as an independent advisor across telecom, cloud, and IT providers. A lot of our clients use them to get a clearer view of what they have in place, where there may be gaps, and where they might be overspending.

Given some of the conversations we've had around [insert relevant topic: contracts, cloud, security, etc.], I thought it could be helpful for you to connect.

No pressure on anything formal, but it's usually a valuable conversation.

I'll let you take it from here.

[Partner Name]

2. The "Context-Driven" Intro (Higher Conversion)

Hi [Client Name],

Following up on our recent conversation around [specific issue: rising costs, upcoming renewals, security concerns, etc.], I wanted to introduce you to Catalyst Group.

They specialize in helping businesses evaluate their current environment across multiple providers and make sure everything is aligned before any decisions are made.

They're not a provider themselves, which is why we've found their perspective to be really helpful in situations like this.

I thought it would be worth a quick conversation so you can get a clearer picture of your options.

Let me know if you're open to connecting and I'll coordinate.

[Partner Name]

3. The Low-Commitment “Just Take a Look” Intro

Hi [Client Name],

I came across something that made me think of you and wanted to pass along a quick introduction to Catalyst Group.

They help companies get visibility into their current IT and telecom environment, especially when there are multiple vendors or contracts involved.

There's no expectation to do anything, but a lot of clients find it helpful just to understand where things stand before making any changes.

Sharing in case it's useful.

[Partner Name]

4. LinkedIn Ultra-Light “Worth a Conversation” Version

Hi [Client Name] — making a quick introduction to [Catalyst Group contact name].

They support organizations as an independent resource when reviewing telecom, cloud, or security environments across multiple providers.

No agenda here — just someone I trust who may be helpful as questions come up.

I'll let you take it from here.