

A white line graphic on the left side of the page, starting from the top left and curving downwards and then pointing to the right towards the text.

# Your Comprehensive Network Relationship Management Guide

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**GetroConnect** helps you put business intros for talent and sales on autopilot. This comprehensive guide shows you how.



# Imagine This

You're a Head of Platform at a Venture Capital fund. One of the (many) things on your plate is to help your portfolio companies hire exceptional talent. You're also keen to support sales at your portcos by facilitating introductions to executives in your network.

You know that over the years you and your firm's partners have built solid networks - on LinkedIn, at events, and in your CRM contacts list - but how do you pinpoint and share great recommendations from across your firm's network, not just your own, without a ton of time and energy from multiple people?

What's more, how do you easily share names, make intros, and track outcomes without spending hours in spreadsheets?

# Enter: GetroConnect

GETROCONNECT IS A COMPREHENSIVE NETWORK RELATIONSHIP MANAGEMENT SYSTEM. BUT WHAT DOES THAT ACTUALLY MEAN?

Think of GetroConnect as a **single central repository** for your firm's contacts.

For VCs, it's that central database of LinkedIn connections from across your firm. Your database can also include talent that expressed interest in learning about opportunities at your portcos or contacts imported from your CRM.

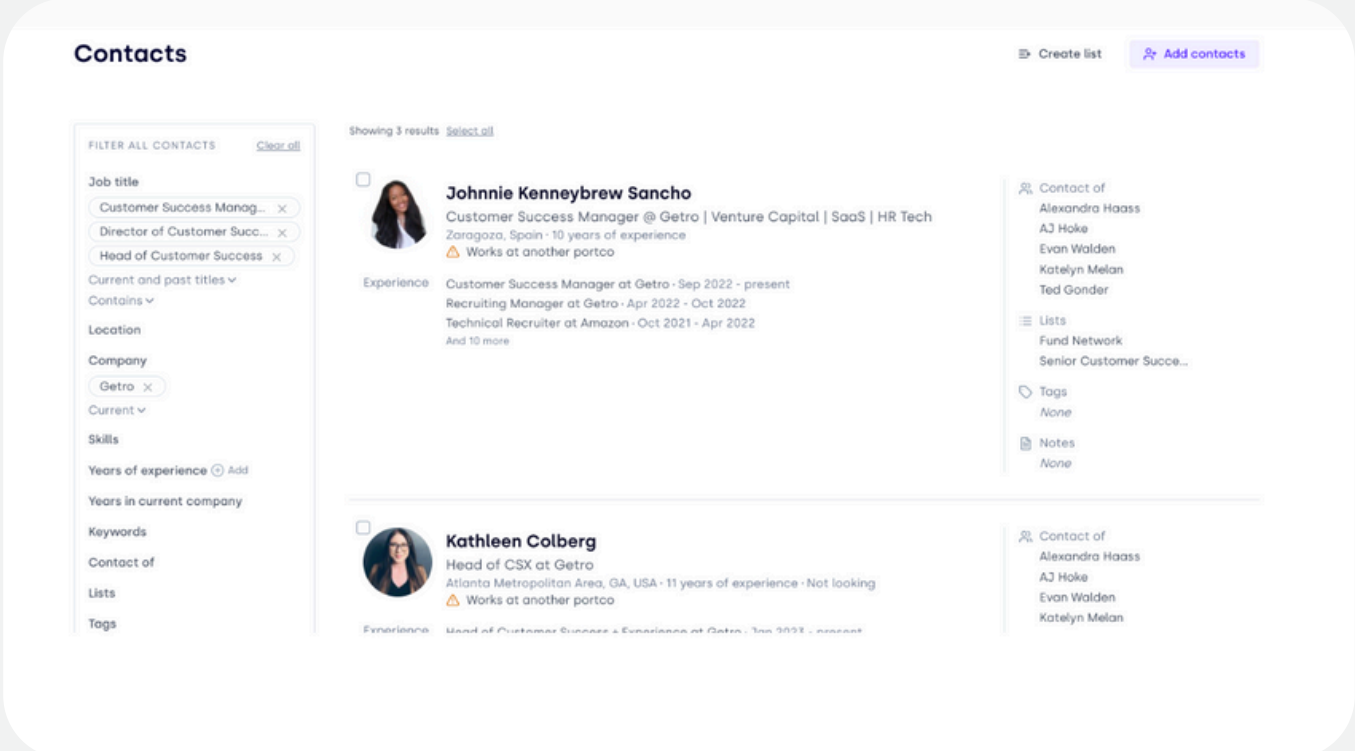
This database grows automatically as your network grows thanks to continuous LinkedIn syncing and Getro's Talent Network feature.

# Lists

Once your contact database is in place, you can use lists to share filterable subsets of your contacts with portfolio companies to support hiring or sales initiatives.

Maybe you want to:

- Share candidate suggestions for a specific role one of your portcos is hiring for
- Showcase top engineering talent in your network
- Keep a repository of top picks for C-Suite executives
- Keep a directory of recommended business advisors
- Share warm sales leads that meet a portco's ideal customer profile (i.e. marketing pros at SMBs).
- Open your entire contact database to your portcos for them to filter and request intros on their own



The screenshot displays the 'Contacts' page in the Getro application. On the left, there is a 'FILTER ALL CONTACTS' sidebar with various filter categories: Job title (with selected filters for 'Customer Success Manag...', 'Director of Customer Succ...', and 'Head of Customer Success'), Current and past titles, Location, Company (with 'Getro' selected), Current, Skills, Years of experience, Years in current company, Keywords, Contact of, Lists, and Tags. The main content area shows 'Showing 3 results' and lists two contact profiles: Johnnie Kenneybrew Sancho and Kathleen Colberg. Each profile includes a profile picture, name, title, location, and experience details. On the right, a sidebar shows 'Create list' and 'Add contacts' buttons, along with a list of contact names and a 'Tags' section.

You can do all that and more with lists.

And the best news? With auto-updating lists, if a new contact added to your network is a fit for any of the lists you've already built, they'll be added automatically. And if any existing contacts no longer fit those criteria, they'll be automatically removed. That means you can set up and share your lists with no upkeep needed.

# Filters



GetroConnect's extensive filters allow you to fine tune your lists to pinpoint candidates or potential leads that meet your exact desired criteria.

Our filters go beyond just title and location. They allow you to dig deep and search from across a contact's entire work experience. Here are some of our most game changing filters (the first 3 are brand new!):

# Company Funding Stage

This filter is really a 3-in-1.

Let's say you're looking for a potential hire that's held their own in a seed stage all-hands-on-deck startup environment at some point in their career, has navigated the growing pains of when a startup turns into a rocketship of hypergrowth, and is currently at a more mature startup with firm processes in place.

With the Company Funding Stage filter, you can easily find unicorns that meet all 3 of those criteria. Just filter for contacts in your network that:

- Have at least 2 years experience at a Seed stage startup
- Have experienced growth from Seed to Series B
- Are currently at a Series C+ company

The screenshot shows a LinkedIn contact list titled "Getro Employees". The filter list on the left is expanded to show "Company funding stage" with "Pre-seed" selected. The main content area shows a single contact, Alejandro Rodriguez Fernández, a Senior Frontend Developer at Getro. The right sidebar shows a list of contacts and lists.

**Getro Employees** Actions Shared

Auto-update · Introductions made easy » Looking to connect with our firm's contacts? Use this list to request intros and... [See more](#)

Contacts in list · 27 + Add contacts

Showing 1 result [Select all](#)

**Filter list**

- Job title +
- Location +
- Company +
- Company funding stage
  - Seed to Series B x
  - 2 or more years in Seed x
  - Has had at least
  - Has experienced growth
  - Currently at a company in
    - Pre-seed
    - Seed
    - Series A
    - Series B
    - Series C+
    - Private equity
    - IPO
    - ICO

**Alejandro Rodriguez Fernández**  
Senior Frontend Developer at Getro  
Valencia, Spain · 14 years of experience · Last change 2 years ago  
Works at a network company

Experience  
Senior Frontend Developer at Getro · Aug 2021 - present  
Team Lead at Nucoro · Feb 2020 - Sep 2021  
Senior Frontend Engineer at Lingokids · Jun 2018 - Mar 2020  
And 9 more

Added by Auto-update on Apr 2, 2024

Contact of  
Nicolás Riso  
Thomas Hopkins  
Javier Gutiérrez  
Johnnie Kenneybrew  
Kathleen Colberg  
Maveric Real

Lists  
Head of Product at Getro  
Full Network  
All  
All 2  
All contacts  
Getro Employees

Tags  
None

Notes  
None

## YEARS OF EXPERIENCE

Tired of doing math to count up how many years of experience someone has? Our years of experience filter does the math for you to determine your contact's total years of professional experience.

That said, if you're looking for contacts with 5-10 years of experience, just add your desired range to our Years of Experience filter and GetroConnect will do the rest.

## WORKING AT NETWORK COMPANIES

We believe in the power of referrals, and chances are, if a contact is already working at one of your network companies, they're warm enough to be a great potential sales lead for one of your portcos or a fantastic hire (or both!).

Alternatively, you might want to search specifically for contacts not currently at network companies in order to expand your search outside your network. This filter lets you do that too.

## CONTACT OF

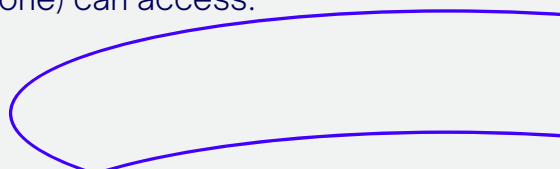
Getro's name literally comes from "Get Intro," because at the end of the day, sharing filtered lists of contacts all comes down to enabling business introductions.

With our Contact Of filter, you can share contacts that are specifically related to a person on your team. That way, portcos will know exactly who to reach out to so they can request an intro.

## SHARING LISTS

Now that you've (1) created an organically growing database, (2) created lists with specified filters, (3) put those lists on auto-update, and (4) turned on AI recommendations, you're ready to start sharing!

It's important to note that anyone you share with does not need a Getro log in. When you share a list, it's just a shareable link that your portcos (or anyone) can access.



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### Email and Slack

What's more, they can subscribe to lists and get updates via email or Slack whenever someone new is added. This can help them keep their finger on the pulse of relevant potential intros in real time.

For example, let's say you've shared your list of top engineering talent across all your portcos. Maybe you've pinned it to Slack or an internal comms tool so that it's always easily accessible.

Portco X is looking to make their first engineering hire. They can access your list and then filter down using additional criteria relevant to them. Once they've narrowed down the contacts to real potential fits, they can then reach out to you for intros (or reach out directly via LinkedIn).

### Our suggestion?

Create multiple 'general' and auto-updating lists that you've made accessible to your entire portfolio. Top engineering talent, top marketing talent, best business advisors, talent network signups, etc. (or even a comprehensive list of all your contacts!) Post these links somewhere accessible and leave them be - since they'll always be up to date.

And when a portco asks for suggestions for a specific hire, you can provide that level of direct support too. Just pull a list aligned directly with the specific job description (our **AI Recommendations** are a huge help here) and share just with that specific portco.



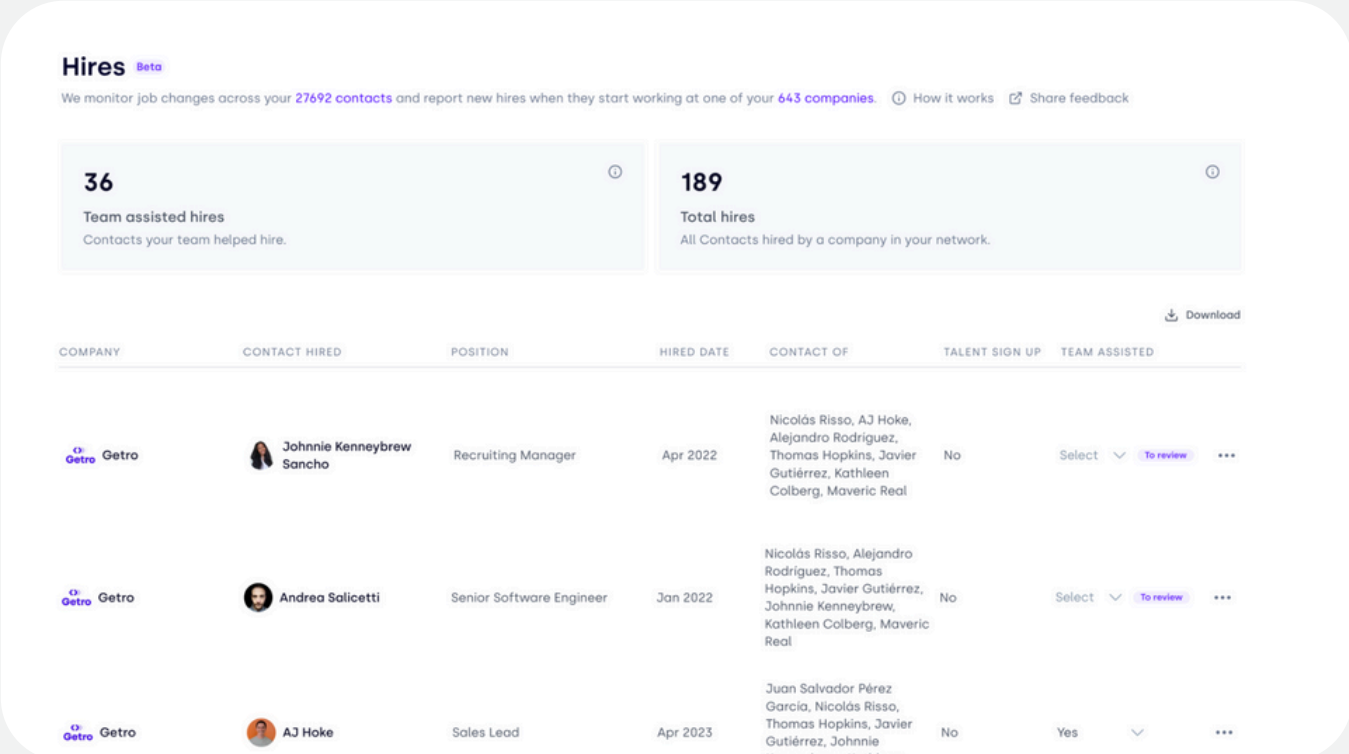
# Tracking Outcomes

What's the point of making these intros if you're not measuring impact?

While important, tracking hiring outcomes can be tricky. Portcos don't often remember to report back to their VC on who they hired after an intro has been made.

Sure, you could scour LinkedIn or chase people down, but that's probably not the best use of time for a busy VC or Head of Platform like yourself.

**Fortunately, when it comes to the talent intros you make to help portcos fill roles, GetroConnect can auto-track if any of your contacts actually got hired.**



**Hires** Beta

We monitor job changes across your **27692 contacts** and report new hires when they start working at one of your **643 companies**. [How it works](#) [Share feedback](#)

**36**

Team assisted hires

Contacts your team helped hire.

**189**

Total hires

All Contacts hired by a company in your network.

[Download](#)

COMPANY	CONTACT HIRED	POSITION	HIRED DATE	CONTACT OF	TALENT SIGN UP	TEAM ASSISTED
Getro	Johnnie Kenneybrew Sancho	Recruiting Manager	Apr 2022	Nicolás Risso, AJ Hoke, Alejandro Rodriguez, Thomas Hopkins, Javier Gutiérrez, Kathleen Colberg, Maveric Real	No	Select <span>▼</span> <span>To review</span> <span>⋮</span>
Getro	Andrea Salicetti	Senior Software Engineer	Jan 2022	Nicolás Risso, Alejandro Rodriguez, Thomas Hopkins, Javier Gutiérrez, Johnnie Kenneybrew, Kathleen Colberg, Maveric Real	No	Select <span>▼</span> <span>To review</span> <span>⋮</span>
Getro	AJ Hoke	Sales Lead	Apr 2023	Juan Salvador Pérez García, Nicolás Risso, Thomas Hopkins, Javier Gutiérrez, Johnnie Kenneybrew, Kathleen	No	Yes <span>▼</span> <span>⋮</span>

That's because we have data on your portfolio companies and your contacts in a single place.

So when one of your contacts updates their LinkedIn profile to share that they've started a role at one of your portcos, that gets auto-flagged in your GetroConnect instance.

From there, you can update that hires list by marking whether your team assisted by making an intro, thereby tracking your team's direct impact on your portco's hiring outcomes.



# A hire worth \$4,700

According to our [ROI calculator](#), each hire is worth approximately \$4,700 in value, so those assisted hires can quickly add up in terms of ROI provided to your portcos.

The best part? That data lives right in your GetroConnect instance. No in depth search or digging necessary.

With all these tools at your disposal, it's never been easier to make business intros at scale and drive serious ROI for your portfolio companies by leveraging the power of your network.

And with features like LinkedIn Sync and Auto-Updating Lists, you can 'set it and forget it' - putting your business intros on autopilot and ensuring your suggested intros are always up to date and grow as your network grows. Ideal for a busy VC like yourself.

Interested in learning more about GetroConnect and how it can streamline intros for your business? Go to [www.getro.com](http://www.getro.com)