



Shagririm Balev

Everyone Can Make a Match

AYELET GLATT | Head of Diaspora and Olim



לעילוי נשמת
מאיר יצחק בן יוסף אליהו הכהן ז"ל

How to Present a Suggestion?

Kerry asks: Hi Ayelet, I'm a new ambassador and I'm really enjoying the app. I found someone I think could be a great match for one of my candidates, and the other ambassador agrees. The only thing is, she isn't exactly what he described when we spoke. I still think they'd be a great fit. What's the best way to present the suggestion without making him feel like I'm ignoring what he asked for?

Ayelet answers:

One of the things I love about the ambassador model is that there is always the extra set of loving eyes that approves the match. The value you bring is that you get to know your candidates, understand what's really important to them, and sometimes recognize a good match that isn't obvious on paper.

When that happens, I believe in being completely upfront. If there's something that

doesn't match what your candidate originally described, don't try to hide it or hope he won't notice. Say it yourself: "I know you mentioned you were hoping for someone a little older," or "I remember you said this wasn't usually what you picture." The moment you acknowledge it, you've shown that you were listening all along and that you're making a thoughtful recommendation, not forgetting what matters to him.

Then explain why you still think it's worth considering, but make sure the explanation is about **his** needs. There's a big difference between saying, "She's looking for someone exactly like you," and saying, "From everything you've shared with me, I think she has qualities that could give you the kind of relationship you're hoping to build."

Notice the difference? In the first version, he's being asked to fill a role in someone else's story. In the second, you're showing him how this suggestion connects to the future **he** wants.

For example, if your candidate keeps talking about wanting someone emotionally mature, easy to communicate with, and ready to build a home, lead with that. "I know those qualities are really important to you, and from what I've learned about her, I think she has them." If one detail isn't exactly what he imagined, it's no longer the headline, it's simply one piece of a much bigger picture.

Our role as ambassadors isn't to convince people to say yes to every suggestion. It's to help them see possibilities they might otherwise overlook while always making sure they feel heard, understood and represented. When your candidate feels that you're

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advocating for **him**, even a suggestion that isn't a perfect checklist match becomes much easier to consider with an open mind.

Of course, your candidate is always allowed to say no. You are not here to force him out on a date, you're here to present a suggestion you genuinely believe is worth considering. If he does decline, don't stop there: ask why! Understanding what's behind the "no" will help you get to know your candidate better and make stronger suggestions in the future.

Every suggestion we present to our friend is a small act of trust: trust that we listened, trust that we understood, and trust that we are thinking carefully about who we bring into their lives.

Behatzlacha!! ■

Want to set up your friends?
Become their ambassador -
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Founded in Israel in 2019 and led by Rav Rimon, **Shagririm Balev** - a social online matchmaking initiative - has taken the dating scene by storm. With over 10,000 candidates and 3,000 Ambassadors, in Israel and the US, Shagririm Balev is averaging a Wedding every 2 days!

Jonathan Rosenblum, DPM

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