GETTING TO THE DECISION MAKERS

Decision Maker

- Attend award ceremonies
- Comment on their posts
- Call
- Uncover their partner relationships
- Stop by
- Find out what boards they sit on
- Email
- Attend trade shows that they are involved in
- Connect on LinkedIn
- Send them articles or links
- Follow them on social media
- Frequent bars/ restaurants that they go to
- Attend their events
- Uncover groups that they support
- Ask common connection for introduction
- Find out associations they belong to
- Introduce them to someone
- Find out their charities
- Send a letter