





The Art of Finding the Decision Maker

Ways to quickly figure out who
the buying contact is and
reach out directly.



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{Step #1} In Person Visit or Call – ask the Magic Question

- Name and their DIRECT email.
- Best time to return or call – gives you immediate gauge in their interest
- If you are unable to make in person contact with the decision maker, send them your pitch directly via email.

{Step #2} Searching their website ‘About’ and ‘Contact Us’ pages

- Name and their DIRECT email.
- Avoid resorting to using contact forms or generic email addresses (info@, support@)
- If you are unable to make in person contact with the decision maker, send them your pitch directly via email. If unable to find, go to step 3.

Step #3 Scan ‘Terms & Conditions’ or ‘Policies’ pages


- Sometimes it’s listed sneakily here with product submission instructions
 - Still can’t find name and or direct email? Move to step 4.
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{Step #4} Use Google Search

- Type in STORE NAME, OWNER, CITY and STATE in search bar
- Ex: Oceanview Mercantile, owner, Bandon OR – this should get you a listing of articles, features or social profiles in which the owner of Oceanview Mercantile in Bandon OR was mentioned by name.
- We've got a name, now let's attempt to find the decision maker's direct email. Move on to step 5.

{Step #5} Using free email search tool RAPPORTIVE

- Ensure you've downloaded the free RAPPORTIVE plug in (www.rapportive.com)
 - Ensure you are logged into your own LinkedIn account in a separate window.
 - Open Gmail, start a new email and begin typing different potential email combinations for the decision maker in the TO: field. Start with the most typical.
 - Ex: susie@oceanviewmercantile.com , susie.sanders@oceanviewmercantile.com, etc
 - If you type in the right business email for the decision maker, you will know because their LinkedIn profile will automatically appear on the right of your screen!
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{Step #6} Leverage LinkedIn (last resort)

- If Rapportive does not show you an email match and the decision maker has a profile on LinkedIn then send them a connection request.
- Once you connect, you are able to send them a message through the platform.
- Here is where you can send them your smart pitch via message. LinkedIn is a business to business platform. Messages of this nature are acceptable.

REMEMER: YOU WANT TO MAKE DIRECT CONTACT WITH THE DECISION MAKER ALWAYS.

Corresponding with anyone else not in a buying position will frankly be a **waste** of your **time** and **effort**. Go for the person that can definitely tell you YES or No.