AMI REACHING & ENGAGING WITH THE RIGHT PEOPLE IN THE DMU?

The Modern **Decision Making** Unit (DMU)

YES

The decision making unit is at the core of B2B selling. Also called a buying center, it consists As the DMU exists within all your target accounts, targeting more than one decision maker to build an army from within, could dramatically increase the probability of a sale.

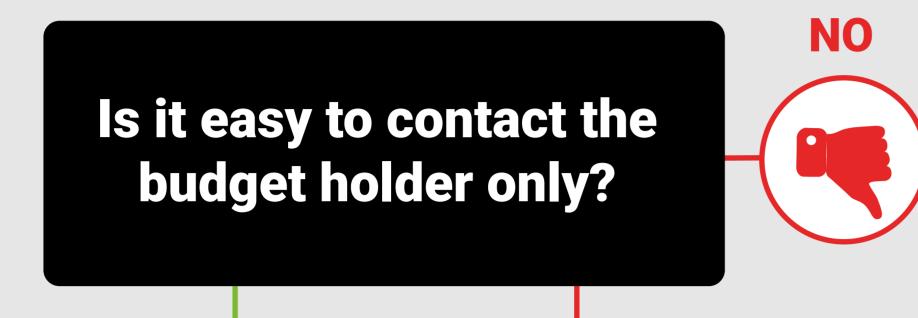
YES

Buyers tend

to carry out

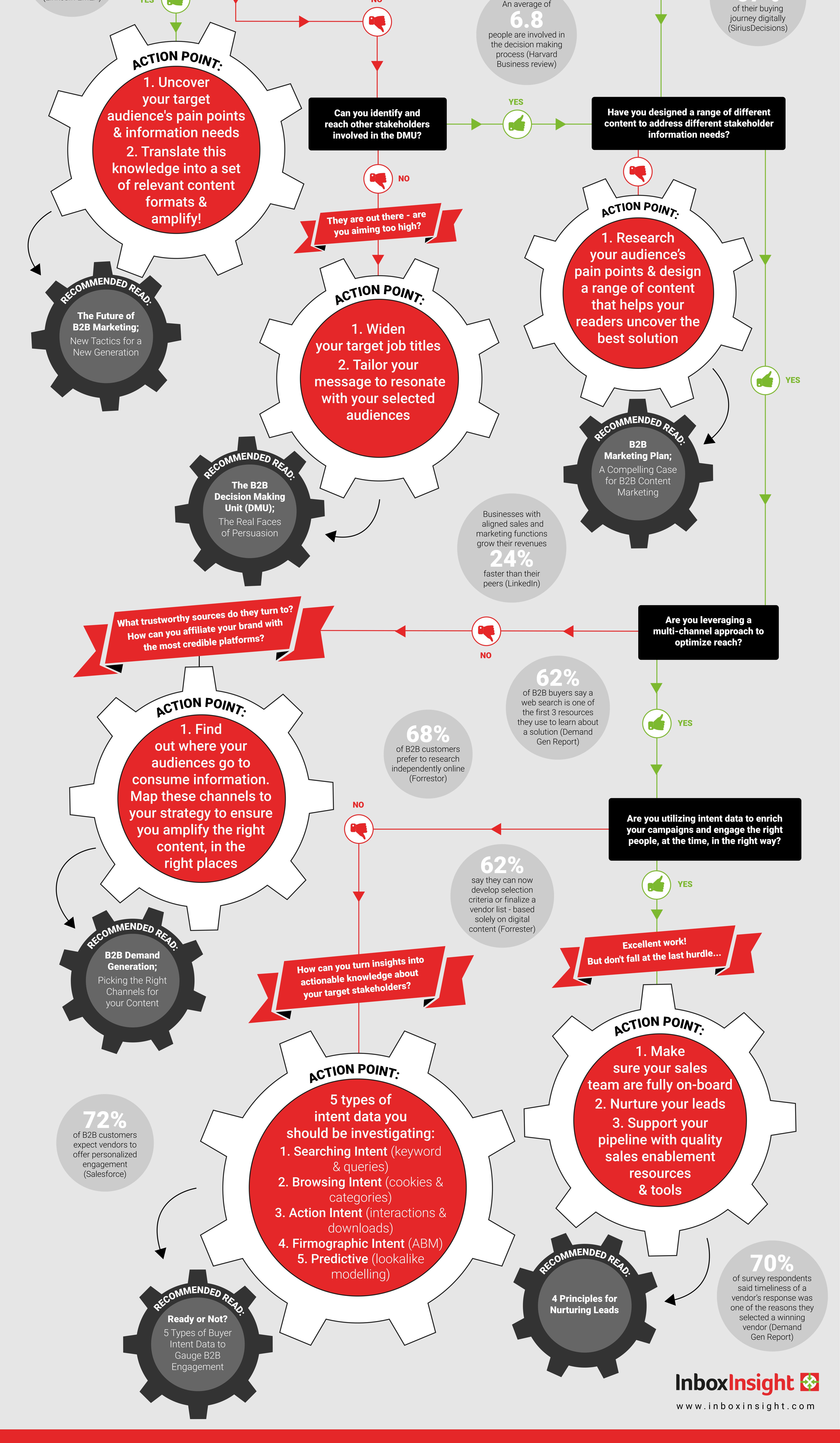
679

90% of B2B decision makers never respond to any form of cold outreach (LinkedIn EMEA)



Will more people than the budget holder benefit from using your product or service?

NO



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