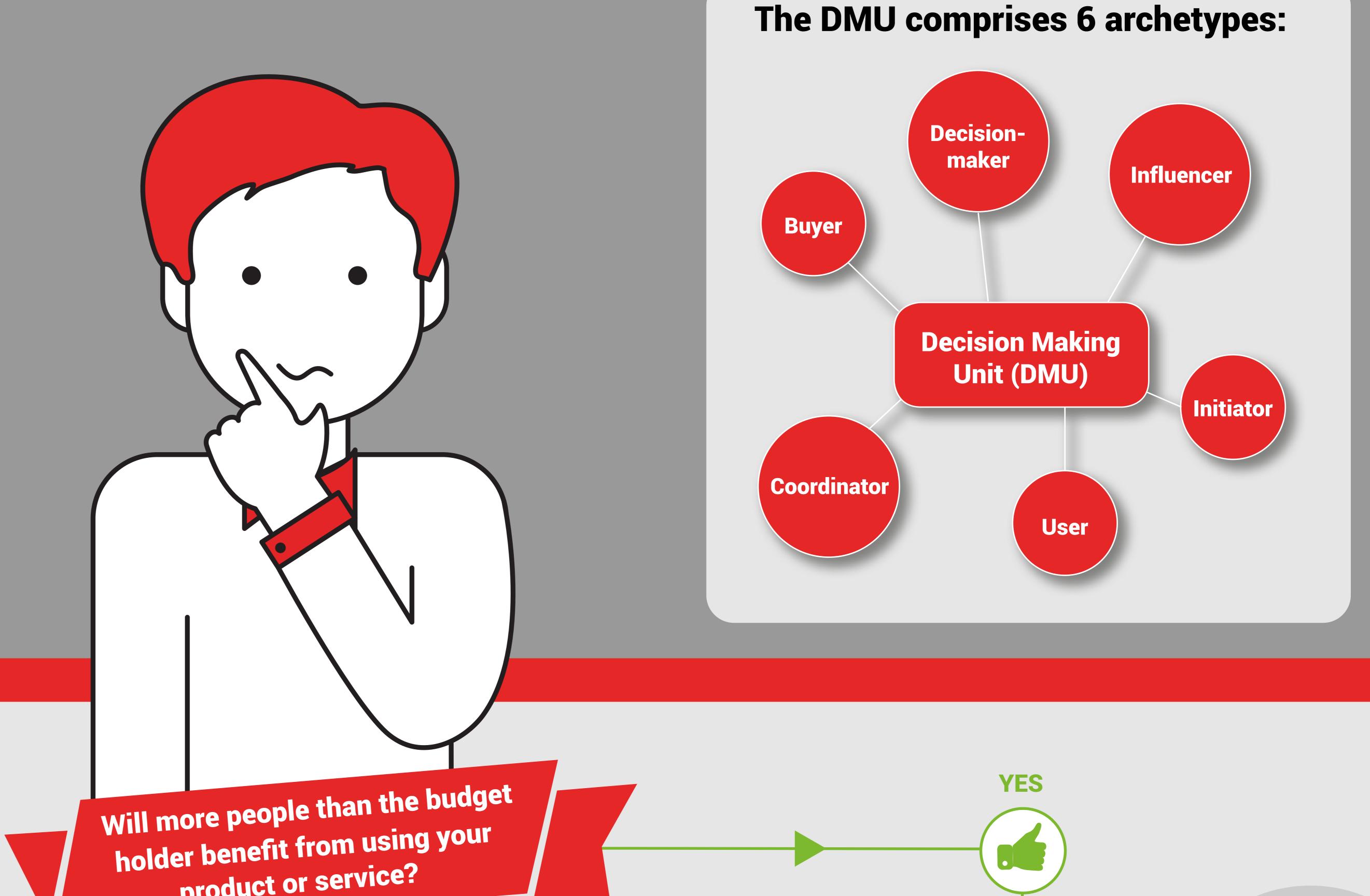
## AM I REACHING & ENGAGING WITH THE RIGHT PEOPLE IN THE DMU?

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

The decision making unit is at the core of B2B selling. Also called a buying center, it consists of all the participants in a purchase decision.

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.



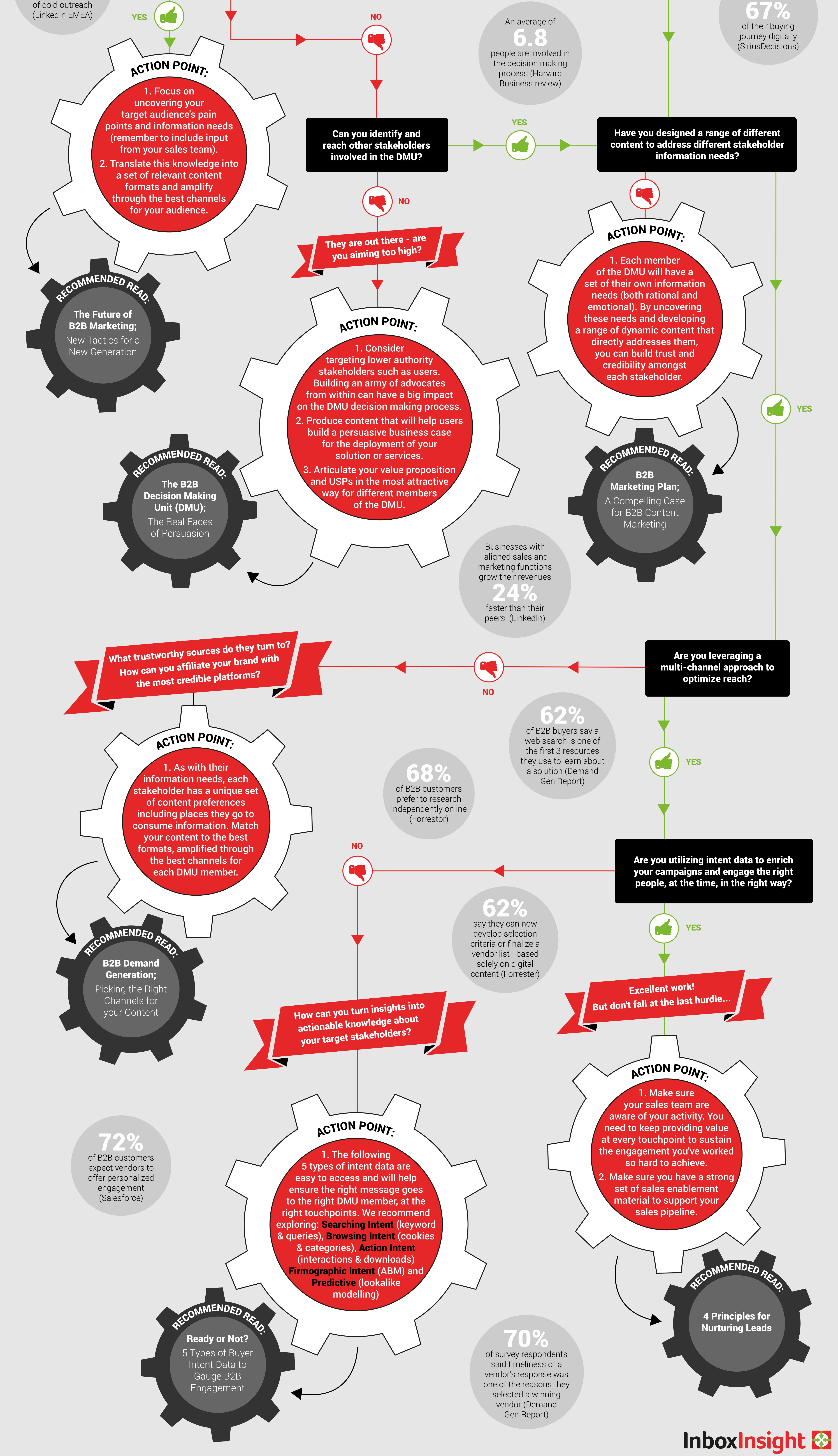
90% of B2B decision makers never respond to any form

Is it easy to contact the budget holder only?

NO

product or service?

Buyers tend to carry out



www.inboxinsight.com