



There are several ways to find the corporate decision-makers you could pitch at companies and corporations. The person to pitch can vary.

### **Private Companies**

At a privately held company, it's better to pitch the owner if possible. They have the ability to make a quick decision and bring you in.

We had a client named Jared Latigo that found a local privately held company and pitched the owner. He had a booked deal within six days. After the first deal, he was able to book a multiple five-figure deal with the company.

You can see how he did it using what he teach in this video: <https://vimeo.com/276098554/0f780a0774>

If not the owner of a privately held company, the person who handles operations. The operations person tends to have a handle on things within the company.

### **Corporations**

If you're pitching something related to soft skills, personal development, or leadership, you tend to pitch the human resources manager.

If you're pitching something related to marketing, digital marketing, or sales — the director of marketing and sales (they tend to put those together at big companies).

If the company is big enough, they'll have a training director or training manager.

## **Finding Them**

No matter which type of decision-maker, you can find them on the company's website.

Example: <https://about.nike.com/pages/executives>

Remember: the page may be hidden. Google "executive team" or "team" of the company you're targeting.

You can find them on LinkedIn under the "people" tab of the company's profile page.

Example: <https://www.linkedin.com/company/nike/people/?keywords=training>

The search function on their profile under people allows you to find the decision-maker you're looking for.

## **Google**

If all else fails, you can Google the title and the company. Example "training director of Nike" and it will show you who that person is: <https://www.google.com/search?q=training+director+of+Nike&oq=training+director+of+Nike&aqs=chrome..69i57j33i160.250j0j7&sourceid=chrome&ie=UTF-8>

Filter through to the current position.

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