

# Finding The Decision Maker

How To Personalize Your Sales Efforts

# Conclusion: Plan Ahead For Success

Your goal is to help a small business grow their business with a mobile app.

But always remember, your client's mobile app will only be as successful as the market plan you create.



# Who are typically decision makers?

1. The business owner
2. Whoever is in charge of marketing
3. Sometimes managers

Speaking to anyone else but the owner, head of marketing, or manager can be a waste of time. Sometimes the manager can introduce you to the owner or whoever is in charge, but the owner typically makes the final decision.

# How can you find the decision maker?

1. You can ask if the owner is available
2. You can ask to speak to whoever is in charge of marketing
3. You can ask to speak to a manager who may be able to get you a meeting with the decision maker, if they're not
4. Or you can search ahead of time for the owner's name

Personalize your *COLD CALLS* and  
*Emails* with business research

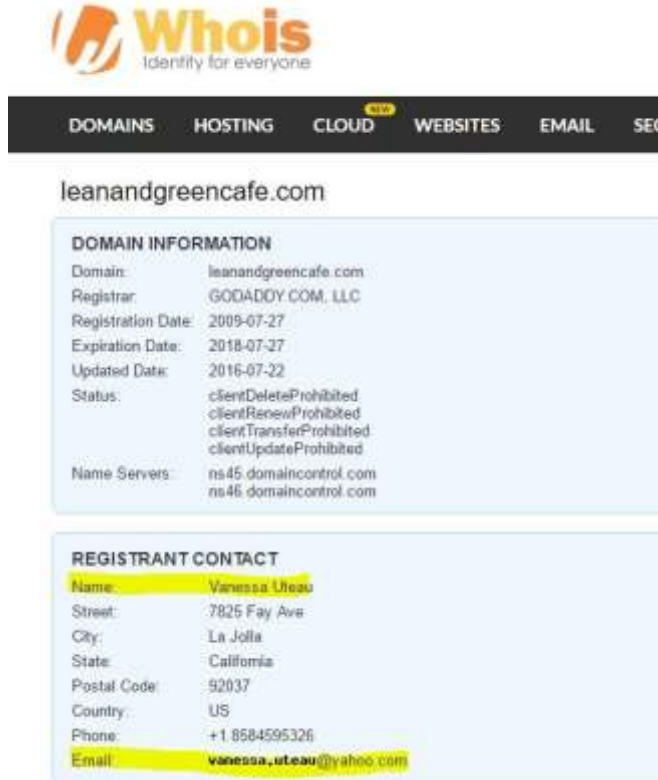
# Ways To Find The Owner

1. The Obvious Approach
2. The Domain Look Up Approach
3. The Google Search Approach
4. The BBB approach
5. The Yelp Approach
6. The “Just Ask” Approach

# The Obvious Approach

- 1. Name of Business/Domain:** If the business is called Jerry's Roofing, guess who owns it?
- 2. About Us page:** Many times it will say the name of the owner and a story of how the business got started, especially if it is a family business.
- 3. Contact Us page:** The contact page not only will have their general business info, but will often include a directory of personnel along with their direct extensions, emails, and well... names. If the email isn't something like [info@companyname.com](mailto:info@companyname.com), but rather [jerry76@gmail.com](mailto:jerry76@gmail.com), you know that's his personal email and the owner is reading it.
- 4. Testimonial page:** Many people overlook this, but if their website has testimonials anywhere on it, or a page dedicated to service reviews and social proof, one of the reviews will most likely say "Jerry came and gave us a reasonable quote the same day we called...". Look for consistent names and that will be a safe bet.

# The Domain Look Up Approach



The screenshot shows the Whois.com website interface. At the top is the Whois logo with the tagline "Identify for everyone". Below the logo is a navigation bar with links for DOMAINS, HOSTING, CLOUD, WEBSITES, EMAIL, and SEC. The main content area displays the domain "leanandgreencafe.com". Under the heading "DOMAIN INFORMATION", the following details are listed: Domain: leanandgreencafe.com, Registrar: GODADDY.COM, LLC, Registration Date: 2009-07-27, Expiration Date: 2018-07-27, Updated Date: 2016-07-22, Status: clientDeleteProhibited, clientRenewProhibited, clientTransferProhibited, clientUpdateProhibited, and Name Servers: ns45.domaincontrol.com, ns46.domaincontrol.com. Below this, under the heading "REGISTRANT CONTACT", the contact information for Vanessa Uteau is shown, including her name, address (7825 Fay Ave, La Jolla, California 92037, US), phone number (+1 858 459 5326), and email address (vanessa.uteau@yahoo.com).

**Whois**  
Identify for everyone

DOMAINS HOSTING CLOUD WEBSITES EMAIL SEC

leanandgreencafe.com

**DOMAIN INFORMATION**

Domain: leanandgreencafe.com  
Registrar: GODADDY.COM, LLC  
Registration Date: 2009-07-27  
Expiration Date: 2018-07-27  
Updated Date: 2016-07-22  
Status: clientDeleteProhibited  
clientRenewProhibited  
clientTransferProhibited  
clientUpdateProhibited  
Name Servers: ns45.domaincontrol.com  
ns46.domaincontrol.com

**REGISTRANT CONTACT**

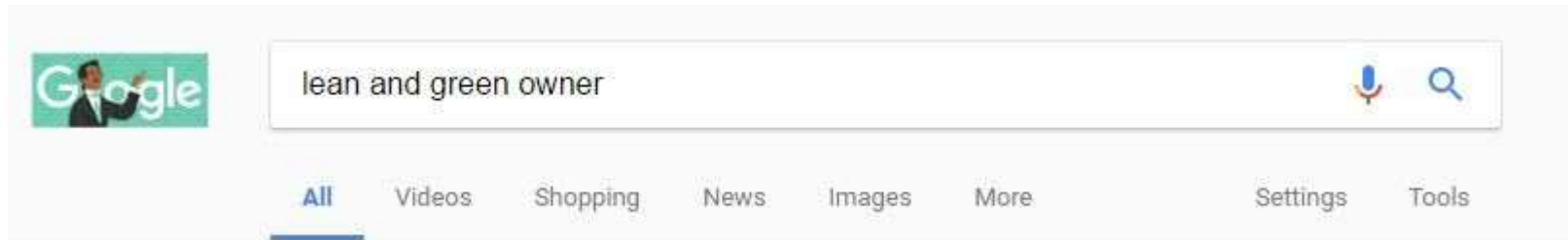
Name: Vanessa Uteau  
Street: 7825 Fay Ave  
City: La Jolla  
State: California  
Postal Code: 92037  
Country: US  
Phone: +1 858 459 5326  
Email: vanessa.uteau@yahoo.com

1. Go to [www.whois.com](http://www.whois.com)
2. Enter website
3. See if owner of the website  
name is listed



# The Google Up Approach

1. Go to [www.google.com](https://www.google.com)
2. Type “Business Name +Owner”
3. See if owner of the business is listed anywhere in the results



# The BBB Approach

The Better Business Bureau. Any business that takes themselves seriously tries to get certified and a good rating with the BBB.

Search Google or the BBB website for the company name and it will list the owner and principal's name at the bottom of the listing.



# The Yelp Approach

## Recommended Reviews for Lean and Green Cafe

22 reviews mentioning "owner"

Clear results X

Owner



Your trust is our top concern, so businesses can't pay to alter or remove their reviews. Learn more X



Start your review of Lean and Green Cafe



Elizabeth G.  
LA JOLLA, CA  
9 friends  
43 reviews



7/25/2015 - Updated review

I need to give kudos to the **owner** of L&G cafe. The **owner**, Vanessa, called me after my review to let me know she was aware of the issue, had spoken to the employee, and apologized. As a small business **owner**, I appreciate that kind of response. Well done.

Was this review...?



7/24/2015 - Previous review

I really enjoyed this cafe, until today. Last night I ordered online, and picked up my order close... Read more



Comment from Vanessa D., of Lean and Green Cafe  
Business Owner

3/28/2017 - We do apologize for the inconvenience. You are definitely right and we have been offering a great customer service since you came by. We would love to see you back and prove you that you can have a great experience at lean and green. Read less

1. Go to [www.Yelp.com](http://www.Yelp.com)
2. Search owner
3. See if owner has been mentioned or commented on any complaints

# The “Just Ask” Approach

1. Simply call ask to speak to the owner
2. If he’s or she is not in, ask if you could have their email so you don’t have to keep calling and bothering their business
3. Also, ask the best time they’re in the business and call then

You’d be very surprised at how willing people are to give this information if you’re nice and just looking to help.