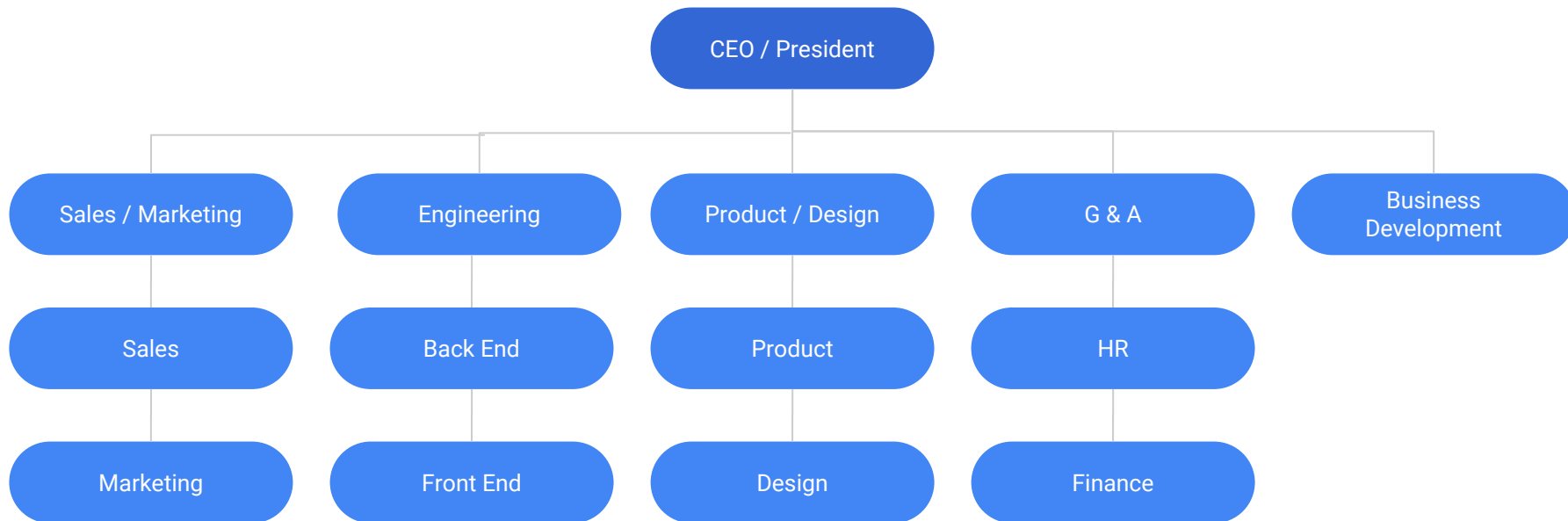


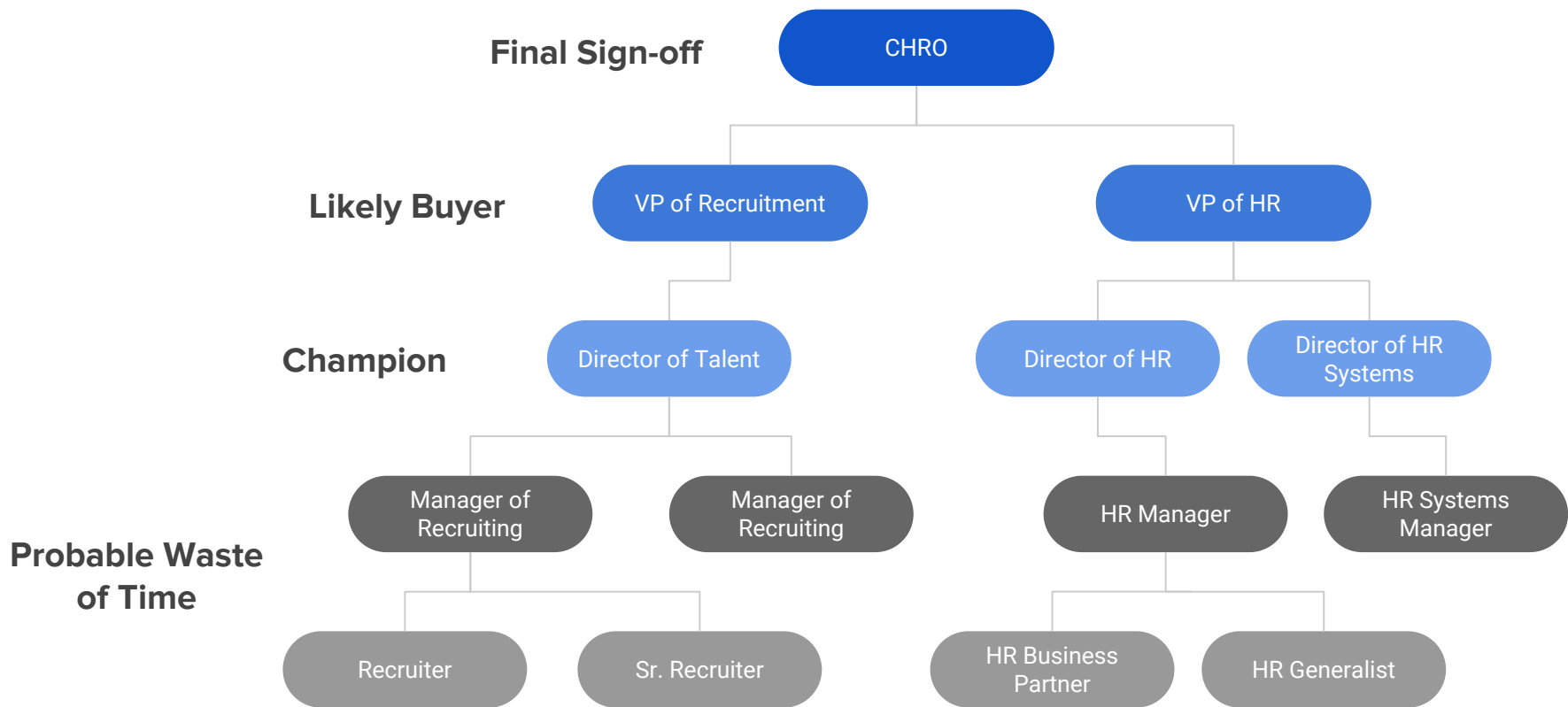
A top-down view of a person's hands typing on a laptop keyboard. A large blue circle is overlaid on the center of the image, containing the text "Know your Buyer and Go High" in white. The background is a grayscale image of a desk with a laptop, a pair of headphones, a small potted plant, and a book.

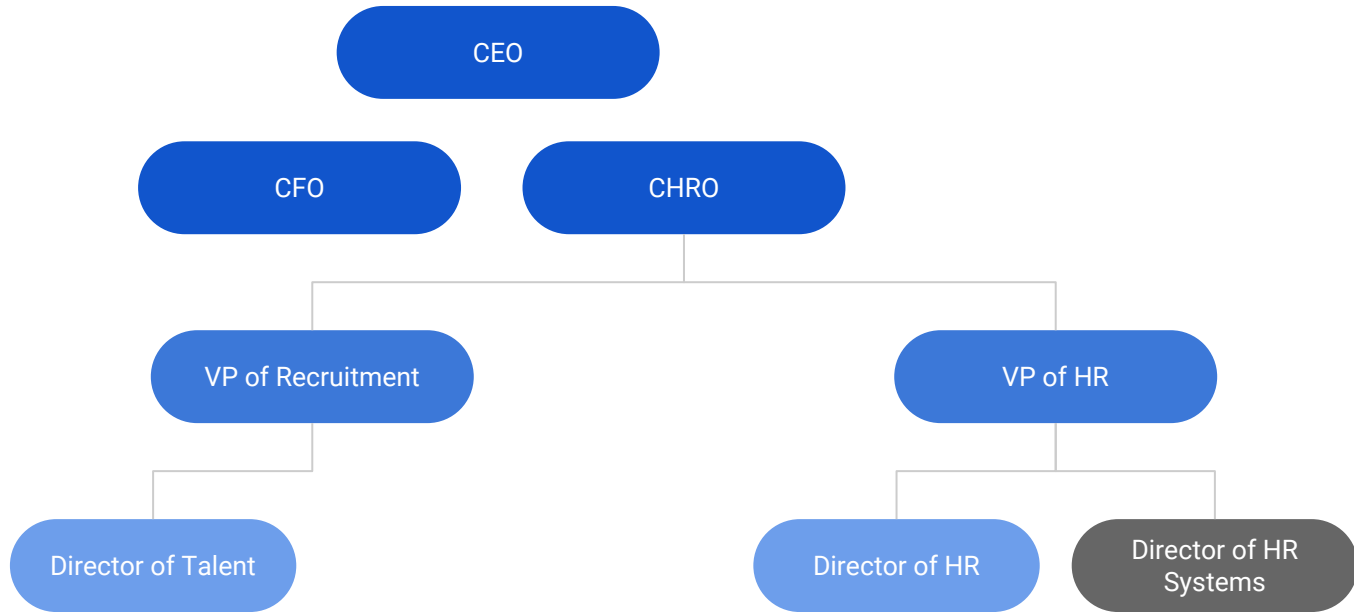
**Know your Buyer
and Go High**



Get to know the corporate org chart









Focus on These People:

- C-Level:
 - Head of functional area (ie. CHRO) + CEO & CFO
- VP/SVP:
 - Within functional area
- Director:
 - Within functional area



*It's not about scheduling a meeting, it's about
scheduling a meeting with the right person*