

FIND THE *RIGHT CONNECTION*

BACKSTORY

A Fortune 50 tech company was looking to get a meeting with the CEO at a Fortune 100 retailer, a key prospect. The F50 tech company is a BI PRO customer and knew the only way to secure that meeting was to find a connection.

STRATEGY

Our customer asked Boardroom Insiders to unearth any possible connections between his own executive team and the board of the F100 retailer.

RESULT

We found one. One of our customer's direct reports had just accepted a position on the retailer's board — where the CEO also served as chairman. Their relationship was strong, and the customer was able to leverage it to secure that coveted meeting with the CEO.