

**Identify the Buying Community**

Read: [The 5.4 People You Need to Know](#) | [Centers of Influence](#) | [Additional Reading](#)

Prospect/customer/client \_\_\_\_\_

**Identify the ultimate decision-maker**

Name	Title	LinkedIn Profile	Connection to you (1st, 2nd, 3rd degree)

**Who in your company can help you connect to a prospect?**

Name	Title	LinkedIn Profile	Connection to you (1st, 2nd, 3rd degree)	Center of Influence (yes/no)

**Who in the prospective company can help you connect to the ultimate decision-maker?**

Name	Title	LinkedIn Profile	Connection to you (1st, 2nd, 3rd degree)	Center of Influence (yes/no)