

The Insights You Need to Win Deals Faster

Emissary is the only human sales intelligence network that provides sellers and marketers access to inside insights on their most important accounts so that they can **open new opportunities**, **accelerate deals**, and **expand existing partnerships**.



Common Sales & Marketing Challenges

34% of sellers spend too much time "finding the right person to call" & too little time "uncovering need."
SFDC STATE OF SELLING 2018

74% of IT buyers said vendor messaging was too full of jargon or fluff to assist with buying.
2018 SOFTWARE BUYER POLL, TRUSTRADIUS

Emissary for Sales Acceleration

ACCOUNT PRIORITIZATION | DEAL ACCELERATION | EXECUTIVE POSITIONING

Enterprise sales teams leverage Emissary insights across all stages of their sales cycle. Our solutions give sellers the insights they need to prioritize their accounts, pitch to the c-level, close deals faster, and hit their annual bookings numbers.

Emissary for Marketing Strategy

BUYER-SPECIFIC MESSAGING | ABM STRATEGY | PIPELINE | SALES ALIGNMENT

The Emissary network provides account and industry data you can't get anywhere else. Our clients leverage Emissary advisors to create buyer-specific messaging, drive marketing-influenced pipeline, and execute ABM strategy.

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Product Offerings



Industry Insider Guides

Tightly link your sales and marketing motions to specific vertical issues, personas, and trends.



1:1 Advisory Interactions

Boost your lead, opportunity and account strategies with inside intelligence from former executives.



Propensity Gauge

Improve sales and marketing productivity by identifying and prioritizing the accounts most likely to buy.



Insights Library

Continuously sharpen your edge by mining aggregated insights on key personas, verticals and trends.



Account Briefs

Level-set account teams with a buyer-oriented snapshot of their target accounts.



Strategic Sessions

Strengthen customer relationships by bringing “voice of buyer” into your strategic planning activities.

Advisor Network Snapshot

- ✓ Strong recruiting capability
- ✓ 8,000+ advisors
- ✓ 93% Fortune 500 coverage
- ✓ 100% director-level or higher
- ✓ 97% left position in last 18 months



VP IT
Kroger



SVP Enterprise Strategy
Wells Fargo



CTO
Johnson & Johnson



Chief Privacy Officer
Disney

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The Value of Human Intelligence

4+ Hours Seller Time Saved

A security and analytics partner uses advisors to fill in account and opportunity plan gaps. By conducting seller interviews, the team discovered sellers save 4+ hours in research time per account.

12+ New Decision-Makers Identified

A data management company uses advisors to uncover power structures and map relationships. Through interaction summaries, they discovered 12+ new decision-makers identified per account.

154x ROI in Pipeline Growth

A search organization uses advisors to evolve open-source usage into enterprise deals. Through SFDC reports, the team discovered the amount of Emissary influenced net new pipeline was 154x the investment.

3 New White Space Areas Identified

An analytics company uses advisors to define messaging and access points for prospects. Through interaction summaries, the team discovered 3+ white space areas are consistently identified per account.

15x Deal Expansion in Strategic Account

An infrastructure partner paired a top account's executive sponsor with an advisor as a deal coach. By leveraging advisor intel, the sponsor increased the deal size 15X.



383% Pipeline Growth With Existing Clients



A storage vendor engages with advisors to develop expansion plans for 150+ existing accounts. Through SFDC reports, they discovered a pipeline growth uptick of 383%.

In [this webinar](#), our partner Elastic shares how they have used Emissary intelligence to fuel four account-based strategies.