



A Foot in the Door

Within 3 months of working with an Emissary advisor, this SaaS startup closed a pilot with a large grocery conglomerate. Today, they're continuing the relationship to expand the pilot to a million dollar deal.

How We Work Together

Emissary is a secret weapon in this SaaS company's toolbelt. When their sellers identify a potential opportunity or target, we match them with the IT executive who knows exactly the intel they need to get a foot in the door.

Company Type

Consumer Insights
SaaS

Company Size

100-200 employees

Program Owner

VP Growth

Program Users

CRO/VP of Insights

Sample Engagement

- 1 It started with a confident Senior Account Executive, who identified a large grocer as a top target in their territory.
- 2 We matched the seller with the grocer's former *VP of Strategy*.
- 3 After a few calls, the two quickly identified the right strategy and contacts to approach.
- 4 Within two weeks, the seller had scheduled meetings with VP and C-level executives at the target.
- 5 Within three months, this company closed their first pilot. Today, they're on the way to a multi-million dollar deal.

"He gave me exactly the ammo I needed to break into this account."

- Account Executive

