



The Marketing-Driven Initiative

How a large IT infrastructure company leverages Emissary advisors to convert marketing-qualified accounts into sales opportunities.

Program Overview

Emissary helps marketing and sales team align around their target accounts. Field marketing teams pre-qualify accounts to be matched with an advisor. Then sellers work with the advisors to identify areas of opportunity within the account. To track success, this company measures the conversion of marketing-qualified accounts into sales opportunities.

Company Size
1000-5000 employees

Company Type
IT Infrastructure

Team & Geography
Global

Program Owner
Field Marketing

Program Users
Enterprise AEs

Program Results

643

New Contacts
Identified

146

Opportunities
Identified

150+

Advisory Calls
Completed

Sample Engagement

Emissary connected a seller from this company to a former CIO of a large home appliance supplier. The advisor identified key use cases and an opportunity within the product development team, resulting in a meeting with a decision-maker.

Insights Gathered

- Stakeholders are frustrated with current vendor implementation with design analysis team.
- Focus on product and supply chain teams. They control the power. Stay away from retail teams.
- Need to build a use case around ease of implementation to address previous infrastructure challenges and concerns.

“The advisor has been fantastic in helping me navigate a heavily matrixed organization.”

- Account Executive

