



The Strategic Upsell

This marketing technology company was worried when one of their top clients reorganized, and they lost their champion. Here's how we helped them solidify the relationship.

Overview

Often clients can be just as mystifying as prospects. Emissary works with this marketing technology company to create 1:1 strategies for their top clients. With the help of our advisors, their sellers are equipped with the knowledge they need to secure upsells and expand within their largest accounts.

Sample Engagement

The Challenge

This marketing company had past contracts with a huge telecom company, but when the company underwent an intensive reorg, they lost their champion. Starting from scratch, they needed to understand what was going on inside.

The Approach

The advisor, a former marketing leader at the telecom company, provided a political org chart of all the new decision-makers, influencers, and champions since the restructure. She included tacit information, like dynamics between the relevant individuals that could influence buying.

The Result

As a result of the advisor's suggestions, this company:

- Gained insight on who to target, saving the sellers hundreds of hours of time on research.
- Refined their account plan and gained new introductions that allowed them to expand their business.

Company Size

500-100 employees

Company Type

Marketing Technology

Program Owner

EVP Sales

Program Users

Account Executives

“Emissary saved me six months of trying to pull this deal together.... It was exactly what I needed. Perfect timing.”

- Account Executive

