

1:1 Advisory Interactions

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

Buying organizations are increasingly complex, rendering it near impossible to get a clear picture of who buys, why they buy and how they do it. Compounding the issue, modern sellers find themselves with little time to invest in account research. The result is **ineffectual sales strategies**, created and executed without the right sales intelligence.

Eliminate these blind spots with the help of Emissary advisors, former senior executives in your target accounts. Sellers use the Emissary Exchange platform to be matched with a relevant advisor and schedule **convenient one-on-one coaching sessions**. These conversations (along with a 30-day follow-up period) allow sellers to cover a range of topics related to their specific situation. The experience is **100% customized to the seller's scenario**. Example topics include:

- What opportunities exist for me? Which buying centers have a need for my product?
- Am I talking to the right people? Who has the actual power to select my product?
- How do I position my specific solution to fit into the infrastructure?
- How do I get my specific opportunity unstuck?
- How does the account evaluate vendor partners like me?

FOR MARKETING

Marketers use interactions to develop messaging with actual target personas and build out ABM campaigns and SDR strategies for a specific account and contacts.

FOR SALES

Sellers use interactions to inform and shape their account strategies for lead conversion, opportunity acceleration, and expansion, discussing specific contacts and opportunities.

What clients say:

"Frictionless process. The advisor [was] very well vetted and the info he shared would've taken months to collect. Real actionable insights."

"[We] get answers to questions that nobody outside the organization could provide."

"Key direction around how to propose new projects, specifically ROI and TCO requirements, not disrupting current environments..."

To learn more, contact info@emissary.io



Emissary is a human intelligence network that connects enterprise sales and marketing professionals directly to a community of over 12,000 talented senior and C-level executives with recent experience at their most important accounts. Leveraging the Emissary network will enable you to shorten your sales cycles, close more deals, and build positive long-lasting relationships with your clients and prospects—leveraging unparalleled insights into their challenges and needs.