

Account Briefs

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

Navigating a complex account is daunting. You can use tools and research to surface publicly-stated financials and initiatives, assemble high level org charts and uncover contact names and emails. But, that still doesn't tell you **what really drives buying within the account**. Even if you are already working within one of these complex accounts, you may find your insights narrowly confined to your deal scope.

Account briefs function as a primer on a key account's buying environment, documenting the harder-to-find information such as culture, and buying processes. These briefs are aggregated from the **insights of up to six former executives within an account** and can help answer the questions:

- Which initiatives garner the most investment?
- What excites the executives? Worries them?
- What buy cycle factors could affect success?
- What kinds of companies does this account like doing business with and why?
- What in the culture impacts the way they buy?
- How does IT fit into the overall enterprise?

Based on their insights, you can better understand account priorities and identify opportunity areas which may be worth a more focused pursuit.

FOR MARKETING



Marketers use these insights to design ABM campaign elements, identify key contacts, craft customized messaging and create positioning that gains greater traction in an account.

FOR SALES



Sellers leverage the briefs to level-set an account team working multiple opportunities or to help a seller identify specific opportunities for expansion, gaining a *bigger picture* perspective of an account rather than working within a narrow area.

Account briefs highlight:

- Key enterprise initiatives
- IT priorities
- Culture
- Possible opportunities
- Relevant contacts
- Vendor landscape
- Buying processes

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.