

# 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](mailto: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.*