

Industry Insider Guides

Tightly link your sales and marketing motions to specific vertical issues, personas, and trends.

Customizing messaging to target verticals can break through the clutter of a crowded marketplace. But it's not easy. According to buyers, it's a good bet that **you sound like an outsider**. That shifts the work of comprehension and connection to your prospects and customers. They have to figure out what you are trying to say and they have to divine how it might help them. Today's buyers simply don't have the time to invest in that kind of translation.

Emissary creates client-specific **Industry Insider Guides** to help you think and speak like your target verticals. That way you can make clear linkages between what you do and what matters to the industry. We mine our network of 12,000 **Emissary advisors**, former senior executives in Fortune 1000 companies and synthesize insider perspectives representing up to eight accounts across a specific industry. The resulting insights answer questions such as:

- What forces are driving industry growth? Which trends are leading to disruption?
- What opportunities will those disruptions create for my specific products?
- Which personas are involved in making decisions and why?
- What messages resonate? What to avoid?
- Where do decision-makers go to solve business problems? Where should I be seen?

FOR MARKETING



Marketers use the guides to improve vertical campaign performance, lead generation output and pipeline generation through more targeted content and value messaging.

FOR SALES



Sellers leverage the guides within vertically-structured sales teams to tailor their approaches, presentations, and proposals for relevance, improving funnel conversion.

Industry Insider Guides Include:

- Explanation of industry trends which impact organizational spend
- Insider perspectives on potential opportunities for your product set
- Analysis of where purchase power resides
- Messaging and positioning recommendations
- Key placement venues

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.