

# Insights Library

Continuously sharpen your edge by mining aggregated insights on key personas, verticals and trends.

Buyers' expectations have been accelerating for years, making it hard for sellers to keep up. There are more buyers involved in IT purchases than ever before and more connections between technology and the business overall. It's a complex world to navigate. To stay on top of their game, the best sellers **adopt a continuous learning mindset**.

To help, Emissary regularly mines the insights of our network of 12,000 Emissary advisors— senior executives in Fortune 1,000 accounts — who have direct experience in enterprise IT decision-making. We **collect their unique buyer perspectives and synthesize them into digestible assets** for sellers and marketers looking to up their game.

## FOR MARKETING



*Marketers* use the library to learn more about personas and industry trends which influence their demand gen and account-based initiatives. E.g. learning best practices from an ABM playbook or listening to a seasoned CFO discuss when they want to engage in the relationship.

## FOR SALES



*Sellers* use the library to overcome hurdles and prepare for sales actions. E.g. learning how a Chief Procurement Officer may have different needs than a CIO or adopting outreach tips for accessing power from buyer-generated playbooks.

### Library Contents:

- ✓ **Podcasts** reviewing vertical approaches to buying
- ✓ **Playbooks** on how to solve common marketing and sales challenges—from a buyer's point of view
- ✓ **Research** from our network into current trends and perspectives which impact buyers' processes
- ✓ **Thought leadership** synthesizing our buyers' perspectives on what works and what doesn't when it comes to getting and keeping their attention
- ✓ **Account Buying Profiles** provide an insight in to how stakeholders think about and make purchasing decisions

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.*