

# Propensity Gauge

Improve sales and marketing productivity by identifying and prioritizing the accounts most likely to buy.

Well-executed account based marketing and sales efforts drive higher deal sizes and higher win rates. But the costs of such programs make it impractical to apply them to all the prospects and customers in your database.

That leaves marketers and sales executives to determine **where to make the biggest bets**.

Which prospects most resemble your ideal customer profile? Which existing accounts are most under-penetrated?

To help you prioritize, we **survey advisors representing up to 25 of your target accounts**. Each Emissary advisor provides critical insights into key factors which impact purchase potential.

These factors include:

- If a competitive product is already entrenched
- Whether the account tends to make or buy similar solutions
- If there are clear use cases

Based on their insights, you can quickly identify a short-list of accounts which may be worth a more focused pursuit.

## FOR MARKETING



*Marketers* use the gauge to increase productivity, narrowing down account lists and focusing seller time, ABM programs, and advisor interactions on those accounts with the greatest potential.

## FOR SALES



*Sellers* use insights from the gauge to assign named accounts to enterprise sellers and prioritize sales efforts within territories. This helps sellers get the greatest return on their investment of sales time.

### Advisors provide insights into:

- Account familiarity with product category
- Maturity of product adoption within account
- Make/buy tendencies for product category
- Perceived urgency and relevance
- Challenges which may prevent adoption
- Assessment of product fit into tech stack
- Open space, unsolved problems which your products address

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.*