

Strategic Sessions

Strengthen customer relationships by bringing *voice of buyer* into your strategic planning activities.

Embedding customer perspective into every aspect of your business is essential. Yet it is challenging to gather candid and detailed feedback from buyers. Customer advisory boards function more like appreciation programs than they do forums to validate pricing, brainstorm strategies, uncover competitive threats, test unpolished content, or learn what your buyers really think about you.

Our **Emissary advisors**, former senior executives in your target accounts, bridge that gap by functioning both **as a window into your key personas and as your advocate**. Leverage advisors for actionable voice of buyer insights, delivered through our custom-designed strategic sessions.

FOR MARKETING

Marketers use strategic sessions to bring credibility and subject matter expertise into client-facing events, infuse customer thinking into internal planning, and test out messages against real buyers.

FOR SALES

Sellers use strategic sessions to bring the buyer point of view into sales meetings, augment QBRs with executive feedback, and to provide long-term coaching and deal facilitation for critical client relationships.

Example Engagements:

- Sales kick off (SKO) keynotes.** Provide sellers with insights into their buyers' mindsets and needs. Open the floor for candid Q&A...what do buyers actually want from sellers?
- Quarterly business review (QBR) development.** Use advisors to polish and refine your QBR content to ensure your greatest chance to retain and expand.
- Internal or external conference speaking.** Advisors leverage deep expertise to craft and deliver content, virtually or in-person, bringing credibility and thought leadership to events.
- Messaging review.** Refine go to market plans, test vertical campaigns, and validate messaging. Learn what works— from executives on the receiving end of your messages and your competitors'.
- Long-term coaching.** Use a retainer model to engage advisors to support a long-term sales cycle or relationship. Leverage buyer coaching throughout key milestones.

To learn more, contact info@emissary.io

 **EMISSARY**

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.