METIS HOUSE

EXECUTIVE ENGAGEMENT, REIMAGINED

NEW
FOR 2027



THE FULL GUIDE · CONTINUES FROM METISHOUSE.DIRECT

NEW FOR 2027 · BUYER RESEARCH

KNOW WHO WILL BUY, AND WHY, BEFORE YOU SPEND A POUND.

Over four weeks we phone the senior people you need to understand. Built around your objective: leads, product, partners, clinicians, policy, or who'd come to your event. You get the answers, and the names who want to meet you.

MARKET PULSE

£6,900

from · at least 30 completed senior interviews

THE PROBLEM

YOUR BUYERS SPEND 17% OF THEIR BUYING TIME WITH SUPPLIERS. YOU'RE GUESSING THE OTHER 83%.

That's Gartner's figure. The rest of the time they're deciding without you, and guessing costs real money.

01

The campaign that doesn't land

Months of budget on a message the market never cared about.

02

The event nobody wanted

A room booked, a date set, and the people you needed found a reason not to come.

03

The deal lost on an objection you never heard

The blocker, the price they expected, the rival they preferred. Explained after the loss, not fixed before the pitch.

WHAT THE RESEARCH CHANGES

THREE THINGS IT DOES BEFORE ANY MEETING.

- ✓ **Stops the wrong spend.**
  The campaign that wasn't going to land, the market that wasn't ready. Found out for the price of a few weeks of calls.
- ✓ **Wins the deal you'd have lost.**
  Objections, blockers and the price they expect, in their own words, before you pitch.
- ✓ **Makes you the business that knows your sector best.**
  With permission, the findings become your trade press feature, your report and your keynote.

> "Our sales team had chased the same accounts for a year. Metis House got their senior people talking within weeks, and told us things our own team had never heard."
>
> **SALES DIRECTOR** · UK managed IT services provider





WHAT'S CHANGED IN B2B BUYING

BUYERS DECIDE BEFORE THEY MEET YOU. SO MEET THEM FIRST.

The latest research on how senior buyers choose, and what Metis House does about each finding.

82%

of the time, buyers choose the supplier they favoured before speaking to sales.

So we reach the buying group before the shortlist is written.

6sense, Global B2B Buyer Experience Report, Nov 2026

67%

of B2B buyers would rather buy without a sales rep.

So we never send one. Interviewers with 25+ years in business ask. Nobody pitches.

Gartner buyer survey, Mar 2026

69%

still want a person to check what AI has told them.

Peers in a room are the check they trust.

Gartner buyer survey, May 2026

13

people are involved in the average buying decision.

So we map the whole group: who decides, signs and can veto.

Forrester, The State of Business Buying

40%+

of B2B deals stall because the buying group isn't aligned.

So we put them round one table.

Edelman and LinkedIn, B2B Thought Leadership Impact Report 2025

73%

of buyers avoid suppliers who send irrelevant outreach.

So every invitation is built from what they told us.

Gartner buyer survey, Jun 2025

THREE PROMISES

12 meetings, held or replaced

With senior buyers you chose, within 90 days. Written into your contract.

No pitch. Ever.

Guests come because nobody sells to them. Hosts listen first.

Your research fee back

Book a Verdict or an Overnight Gathering within 60 days of your findings and the fee comes off.





WHAT YOU WALK AWAY WITH

YOUR MARKET, IN THEIR WORDS. AND THE NAMES WHO WANT TO MEET YOU.

30 60 — **Completed senior interviews**

Not calls, not survey ticks. In-depth conversations with the people who make, shape and block the decision.

D5 — **An early read by day 5**

The first patterns, so you can start adjusting straight away.

6 — **The Metis Intelligence Brief**

Stakeholder map, interview themes, buying triggers, decision roles, format preferences and recommended introductions. Presented to you in person by Sue and Bob.

★ — **Qualified leads, ready for your CRM**

Each with permission recorded, budget band, timing and the kind of meeting they'd say yes to.

→ — **Our honest call: go, adjust or stop**

A recommended next step, with the reasons. If the answer is stop, we'll say so.

METIS HOUSE

The State of *UK Workplace Tech* 2027

INTELLIGENCE BRIEF · 60 SENIOR CONVERSATIONS

72%

plan to change supplier in the next 18 months

Cost control	86%
Security	71%
Integration	58%
Support	40%

"Nobody has shown us the cost case."

YOUR LEADS

J. Harlow · COO	0-3m Hot
P. Okafor · CFO	3-6m Hot
S. Brennan · Head of IT	3-6m Warm

Example pages. Sector, figures and names are illustrative.

AND BEYOND SALES: OUR RESEARCH, YOUR HEADLINE

A trade press feature
The headline finding, in your name.

A State of the Market report
Your logo on the cover, sent to every buyer we called.

A LinkedIn series
Six findings, six weeks of posts that get read.

A keynote or panel
Organisers book speakers who have the data.



"The Intelligence Brief changed our messaging. We stopped talking about features and started answering the three problems every CIO raised."

MARKETING DIRECTOR · Cyber security vendor

ONE METHOD. YOUR OBJECTIVE.

BUILT AROUND WHAT YOU NEED TO KNOW. AND IT LEADS STRAIGHT TO THE ROOM.

Every project starts with your objective, so no two are the same. The questions change. The method doesn't: the right senior people, interviewed properly, and the names who want to meet you. Then the research tells us which meeting they'll say yes to.

YOUR OBJECTIVE	WHAT THE INTERVIEWS FIND	WHAT YOU WALK AWAY WITH	WHERE IT LEADS
Win new business	Who decides, what would make them buy, when the budget lands	Qualified leads, with permission, budget band and timing	**The Overnight Gathering: a celebrity gala, then a day of pre-arranged meetings. Or The Invitation**
Fill an event with the right people	Who would come, what would get them out of the office, who they want to meet	A guest list that has already said yes, and the hook that got them	**Any format. It's how every room is filled**
Shape a product or price	What they'd pay for, what's missing, why they chose a rival	Features and price points ranked by the people who sign	**Product Advisory Meetings**
Prove it works	Who is close to a decision, and what they'd need to see	The buyers to take, and the sites that would convince them	**The Expedition: hosted site visits**
Build partners and channels	Which partners buyers trust, and who already sells to them	A shortlist of partners, with the case to take to each	**The Overnight Gathering, with partner stands**
Find and attract KOLs	Which clinicians actually move practice, region by region	A KOL map, and the clinicians willing to advise you	**The KOL Programme**
Change policy or practice	Where the sector really stands, and who shapes the decision	The question nobody has settled, and the people to settle it	**The Verdict: our most senior engagement, chaired by an industry or political figure**

One project can cover more than one objective. Book any meeting within 60 days of your findings and the research fee comes off.

DONE BEFORE · POLICY

A mental health pathway changed over one dinner

Research calls, a cross-party working dinner, a 38-reference paper, then a headline conference four months later.

DONE BEFORE · KOLS

Ten compliant clinical advisory boards

Eight senior cardiovascular clinicians at each, contracted, chaired and written up, with a full audit file.

DONE BEFORE · CUSTOMERS

A software launch on the Orient Express

The client's biggest customers and prospects on one train for the day, the upgrade revealed between courses.

HOW IT WORKS

FIVE STEPS. FOUR WEEKS. VALUE FROM THE FIRST CALL.

No call centre and no script. Sue's network gets the right people on the phone, and every interview is run by someone with at least 25 years' business experience, many at CEO level, who never pitches.

1 DAYS 1-3 · OUR RESEARCH TEAM

We build the list

Desk research, our own data and trusted sources, checked against Sue's network. Every name earns its place.

2 OUR SDR

We qualify and book

Each person confirmed as the right one, then booked at a time that suits them. Ideally on Teams, recorded with consent.

3 INTERVIEWER · 25+ YEARS IN BUSINESS

We interview

Questions built for your objective, never read from a script. We follow the interesting answer.

4 DAY 5 ONWARDS · AI-ASSISTED

We analyse every word

Every transcript coded and counted. AI does the groundwork, people make the judgement. Early read by day 5.

5 WEEK 4 · SUE AND BOB

You get the Brief, in person

The findings, your qualified leads and our honest recommendation.

EXAMPLE: MARKET PULSE PLUS

~400
names researched

~120
qualified by our SDR

60
interviews held

1
Intelligence Brief and your qualified leads

Illustrative. Numbers vary by market and how hard the people are to reach.

You own everything we find. The Brief, the transcripts and the leads are yours, with each person's permission recorded so you can contact them properly.

RESEARCH BATCHES Four studies a batch, a new batch every two weeks. Next batch: Wednesday 2 December 2026. Findings four weeks after the start.

→ READY TO MEET THEM?

The research tells us which room they'll say yes to: our most senior engagement (**The Verdict**), a celebrity gala and a day of meetings (**The Overnight Gathering**), site visits (**The Expedition**), a KOL board or a remarkable day out. All seven are in **Meeting Formats**.



TWO WAYS TO START

START IN THE NEXT BATCH. KNOW YOUR MARKET WITHIN THE MONTH.

THE SHARP, QUICK READ

Market Pulse

£6,900 from

- At least 30 completed senior interviews
- What buyers said, in their own words
- A read on interest, timing and budget
- The names who'd welcome contact
- Our honest view: go, adjust or stop

THE FULL PICTURE

Market Pulse Plus

£8,900 from

- At least 60 completed interviews
- The full Metis Intelligence Brief, all six parts
- Buying triggers, objections and price perception
- How they see you and your rivals
- Qualified leads ready for your CRM

Both are priced from. Your final price is confirmed after a 20-minute call, once we know how many people we need to reach and how hard they are to find. Payment terms are confirmed in your written proposal.

60

Your fee comes back

Book a meeting with the people who said yes within 60 days of your findings, and the full research fee comes off. If the research says a meeting wouldn't work, we'll tell you.

1

A sample Brief, free

Not ready to talk yet? We'll send a full example Brief for your sector, usually the same day. Or send us your 20 target accounts and we'll tell you how we'd reach them.

WHY TRUST A NEW COMPANY

Metis House launched in 2026. The people running it have done this many times before. References from past clients on request.

30+
years hosting CEOs, HNW individuals, royalty and celebrities

7,500
delegates at a five-day congress we ran in Barcelona, £2.5m budget

32
senior guests at a cross-party dinner chaired by a former Secretary of State. The paper went to government

80
senior clinicians across ten advisory boards, ABPI Code met in full

120
NHS CIOs and CCIOs at webinars built from their own answers

£15m+
in NHS contracts won by Bob as CRO, then CEO, across 20+ trusts

What would you ask your buyers? We'll go and ask them.

Book 20 minutes and bring the question you can't answer. Or email info@metishouse.direct with "Yes" and the option you want. Sue confirms everything in writing. A sample Brief for your sector is free, usually the same day.

Book 20 minutes with Sue

Reply "Yes"

THE METIS HOUSE SET

SIX GUIDES. PICK THE ONE THAT FITS YOUR WEEK.

Research is the first step. What comes next depends on what your buyers told us. Each guide below picks up where this one ends.



Research

Read this if you need to know who decides, and what they'd buy, before you spend.

YOU'RE READING THIS



The Verdict

Our most senior and exclusive engagement, chaired by an industry or political figure. Your name on the answer.

OPEN →



Meeting Formats

Read this if you need more of the right buyers face to face, and the format that gets them there.

OPEN →



The Overnight Gathering

A unique gala with celebrity entertainment, then a serious day of pre-arranged meetings and a topical mini-conference.

OPEN →



Host in Style

Read this if you want clients to still be talking about your event a year later.

OPEN →



Corporate Concierge

Read this if you want a private office for your directors, and a perk your whole team will use.

OPEN →

All six guides

Get any of them at **metishouse.direct/guides**, tick the ones you want and we'll email them to you. Or just ask Sue: **sue@metishouse.direct**

Book a call



Sue · Chief Executive
Twenty-four years looking after senior people at the country's best sporting and social occasions.



Bob · Chief Operations Officer
Thirty years selling to the people who sign. Ran a five-day congress for 7,500 delegates. 20+ NHS trusts, £15m+ in contracts.

METIS HOUSE

The right people, in the right setting.

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Metis House is a trading name of SueCo VIP Limited, registered in England and Wales, company number 17304117. Registered office: 124-128 City Road, London EC1V 2NX.