

Case Study



Presales teams around the world realized >30% in time savings; Channel partners sell on-message using Presales assets, providing unprecedented insight into activity and success factors.

At A Glance

Challenge:

- ❗ Presales bottleneck slows the sales cycle
- ❗ Lack of visibility into Channel processes and success factors
- ❗ Need multi-lingual support for Channel demos

Prescription:

- ✅ Provide initial demos on-demand with intelligent demo automation
- ✅ Coach and measure Channel success with on-message demos and Demolytics

Key Results

>30%

Presales time regained through demo automation

\$5M

Pipeline generated directly attributable to Consensus

8 Days

Fastest close using only demo automation (no live Presales involvement*)

\$58K

Largest deal closed using only demo automation
(no live Presales involvement*)

**These are deals which would normally require Presales involvement in the form of a live demo.*

Introduction

About Autodesk *Source: <https://www.autodesk.com/company>*

Autodesk makes software for people who make things. If you've ever driven a high-performance car, admired a towering skyscraper, used a smartphone, or watched a great film, chances are you've experienced what millions of Autodesk customers are doing with our software.

Executive Source



Neal Niemiec, Sr Solutions Engineering Manager was both the project owner and the source for this case study. Neal first utilized Consensus with great success in Channel enablement before transitioning to a Presales leadership position and implementing Consensus in their Technical Sales teams.

<https://www.linkedin.com/in/neal-niemiec/>

About Consensus

Sales engineers struggle with increasing demand for demos. Consensus is intelligent demo automation software that makes it easy to create, send, and track interactive demos that the sales team sends out on-demand. Consensus personalizes the experience and tracks engagement, bringing prospects to live demos better educated and ready to talk specifics.

Learn more at goconsensus.com.

Challenge & Prescription

Challenge 1: Limited Presales Capacity

Neal Niemiec, Sr Solutions Engineering Manager:

I was looking for some kind of way to increase the bandwidth of our Technical Sales teams. Anybody that's been in Technical Sales understands that the challenge is time, and getting the right expert available for the prospect.

It's all about doing more with less and sometimes we can overburden this part of our business—especially if you're a business that has multiple product solutions and you've got this huge army of people that have very specialized domain expertise. Getting their time is really tough.

There are flagship products where you often give the same demo over and over again. Why do we want Technical Sales to do something so robotic and repetitive? That's a waste of time.

Challenge 2: Channel Partner Management and Enablement with Limited Access

Niemiec: I think many businesses know the difficulty of having a distribution channel where they never really know what's happening in that other business. I've noticed that some partners really don't have a sales process or a sales methodology.

The Prescription: Intelligent Demo Automation for Presales and Channel Partners

Niemiec: Consensus was put on the table as a way that we could automate solution demos at scale and we could localize it across languages. We could enable our Inside Sales teams and also do the same for our Channel Partners.

A marketer might look at Consensus and think this is video prospecting. It's not. I'm not putting the same video in front of a bunch of customers. I'm creating a customized experience that allows us to then curate and customize that follow up with the customer. Now I'm not waiting on the Technical Specialist's availability and the customer's availability. I can put Consensus in the hands of my Sales team; the Sales team can put that in the hands of the customer and at their leisure, their availability, they can self-educate, they can share it and accelerate the sales progression.

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Results: Presales & Channel

\$5M Pipeline in One Quarter During COVID-19

Niemiec: In one quarter we created over \$5 million in pipeline directly tied to Consensus. And by the way, this is when COVID-19 started and the shutdowns were happening. This is when you were probably only getting 60% to 70% engagement for your sales teams and that was pretty profound. And since then we've continued to scale Consensus out.

Presales Time Savings: >30%

Niemiec: Consensus is giving time back to my Presales team so they can do more of that customized work that's being asked of them. **It's easily 30% back to their week right now**, and as we scale this out to other industry segments that's only going to go up. As a former "demo jock" myself, I would have loved to have had something like this when I was in the field because I could build it once and use it forever.

Proof of Value: How Buyers Respond

Niemiec: We've seen inside sales teams that are *closing deals, soup to nuts, in eight days using Consensus*; that's an eight-day close, and without Presales involvement. That's from connect online or phone to creating an opportunity to showing them the demo to closing the deal.

The largest deal closed was \$58K that we closed just using Consensus without having Presales involved.

These are deals that would normally require a Technical Specialist to parachute in and have a high level of engagement.

Best practice is to use Consensus in tandem with Presales, because we can accelerate six-figure deals. We use it to qualify the opportunity. We get an understanding of what the customer is looking for.

The Technical Specialist comes in and is able to deliver that much more value to the customer and expand the size of the deal.

It makes Presales better. It's not a replacement; it's definitely an accelerant.

The Proof is in the Sharing

Niemiec: I think *Stakeholders Discovered* is my favorite metric to look at. It definitely shows where there's a high level of value from the buyer perspective. In fact, one of the things that has always been interesting is when you look at the titles of the discovered stakeholders and you see that, "Oh I sent these to the Director of Engineering and he shared it with the CFO or the CEO."

We call that "fish on". That is a warm, warm lead and you need to pick up the phone and follow up with them. I think that's one of the most important metrics you can look at. It's one of the ones we coach our sales teams to pay attention to the most.

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Key Benefits

Modular Demos = Easy Updates

Niemiec: One of the things that Consensus allows me to do really easily is modify something that's out there. It's not a one-and-done. It's not like having a video that I have to cut up and splice and get into it. I can take a feature topic out of a demo and upload the latest feature functionality and immediately my demo is up-to-date. So that ability to be modular is key.

Sales loves it. Presales loves it.

Niemiec: It would be an arm wrestling match to see who likes it more between Sales and Presales. Presales, obviously they like it because they're closing deals and retiring quota too but it takes a lot of the repetitive nature of their job off of them. So that's why they really love it. But the Account Execs, anytime you can scale out your message and put the right product in front of the right customer at the right time, that's huge.

It's also giving insights to them. Before getting on that pre-qual call with a customer to better understand what their needs are, Consensus can come in and, through the Demolytics, give us a head

start on the information that we need so that we can better customize a solution.

Unprecedented Channel Insight & Enablement

Niemiec: Consensus has given us a window into how our partners are performing, but it's also given us a new tool to start to coach them on the sales process. Now they bring Consensus into their sales process and they get quick results so that's been exciting. It's a new window into the Channel part of our business that we just didn't have before.

Personalization Boosts Customer Experience

Niemiec: Customers don't just want the demo; they want the demo *their* way. They want what has been curated specifically for them versus the way demos have largely been used in the past which is to qualify interest. Whereas now we're using these demos to get prescriptive which is a big change.

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Key Success Factors

Spiff the Launch

Niemiec: Having spiffs is a good way to launch something. Sales people tend to be coin-operated and if you can back that up with some motivation, that goes a long way to inspiration. So that was the way we launched it with all of our teams. We start with some of those metrics that we're looking for—biggest deal, biggest pipeline created, fastest time to close—and that's how we rolled it out with our Sales teams in different geographies. It's been a best practice that we used to implement.

Be Strategic with the Demo

Niemiec: Be strategic with the demo. You should not spray this one demo out to all of your customers. To me, it's all about the right product in front of the right customer at the right time. You get to control what product you will send them in the form of a demo, and then the time is on them. They get to choose when they want to view that and you get to see immediately when that happens.

Follow Up Within 48 Hours

Niemiec: Follow up within 48 hours. That's what we ask everybody to do. When you see somebody's engaged with that demo and spent over six minutes of view time in that demo, that seems to be what works for us. Pick up the phone and call them.

Regular Review Meetings to Keep Momentum

Niemiec: Every other week we have our internal or external Consensus call. We bring our Channel Partners and our super-users to that call. We talk about some of the deals that are created as a result of activity, we go over the leaderboard—who's leading based on the metrics—and that's been a really good way to keep momentum and adoption going.

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