



SUCCESS STORY: **AdvancedMD**

WEB-BASED MEDICAL SOFTWARE COMPANY CUTS SALES CYCLE & INCREASES CLOSE RATES



SUMMARY

AdvancedMD was looking to accelerate the sales process and even though multiple stakeholders—such as office managers, nurses, and doctors—often needed to buy in on the solution despite rarely being in the same room. They turned to Consensus.

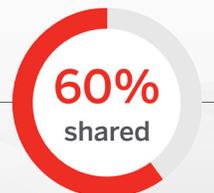
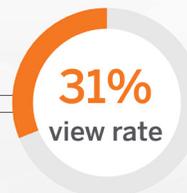
Key Points

AdvancedMD found that a video demo with a focused message around what's important for each stakeholder will:

- Shorten the sales cycle/decrease time to close
- Ensure correct messaging gets to the right people
- Reduce the number of additional demos needed to same prospect
- Sales rep and sales engineer are able to do more live demos
- Show what is important to every stakeholder/decision maker by showing analytics on what they view

RESULTS IN FIRST 90 DAYS

300 video demos sent



The Challenge of Selling to Multiple Decision Makers

Selling software into doctors' offices is challenging. The entire office of admins, managers, nurses, and doctors have busy schedules. To make a sale requires buy in from each and it's often impossible to get them all on a call or to view a presentation together at one specific time.

Office managers are the gatekeepers. They are the ones who sign the contract. But not until nurses know the software meets their needs. And not until doctors have agreed to sign the check.

The best way to unlock the office manager gate is to demonstrate that the solution meets the unique needs of each member. The way **AdvancedMD** does this is by using the features of the Consensus platform.

"I sent the video demo to the billing manager, who sent it to the doctor, who watched it, who sent it to two others in the office. Doctor loved what he saw. We did a brief live demo today which sealed the deal."

Brian, Account Rep.

Key Questions

- Do you feel like your current prospect follow-up methods are getting the best results?
- Do you feel like your prospect could benefit from having a custom, personal demo to share with all stakeholders?
- What would your revenue results look like if your sales cycle could be reduced by **10%** or **20%** or **40%**?

An Atypical Buying Group Experience — 5 days



- Consensus platform went live for **AdvancedMD** sales
- Brian received the lead



- Brian sent pricing



- Brian sent the demo link using the platform



- Brian conducted a short live demo
- **Brian closed the deal**

Give us a call or visit goconsensus.com today to learn more about how driving agreement among buyers the right way can drive sales for your business.