

Case Study



Presales team selling into large enterprise reduced wasted demos from 50% to less than 5% by qualifying with automation, discovered 32 stakeholders with a single Consensus demo, and reduced the demo wait time from 14 days to on-demand.

Summary At A Glance

Challenges

- ❗ 14 day lag time between demo request and demo delivery
- ❗ Initial demo “wasted rate” as high as 50% demoing for unqualified prospects
- ❗ Strained Presales resources have too little time for strategic consulting

Prescription

- ✅ Provide early-stage demos on-demand with intelligent demo automation
- ✅ Prospects that engage are Demo Qualified Leads (DQL) and qualify for further presales resources
- ✅ Automate repetitive education to free up time for strategic consulting

Results

- 🌟 Wasted demos reduced from 50% to < 5% freeing up time for strategic consulting
- 🌟 Demo lag time reduced from 14 days to < 1 day
- 🌟 Automated demos directly cited as differentiator by new customer
- 🌟 Team-wide expansion to the Global Sales Team

Metrics At A Glance

	Before	After
Unqualified Live Demos as a % of all live demos	~50%	< 5%
Demo Lag Time or how long a prospect must to wait for a demo after asking to see the product	14 Days	< 1 Day

Timeframe: First 60 Calendar Days

60

Consensus demos viewed

238

Stakeholders discovered

32

Most stakeholders discovered with a single Consensus demo

39 Hours

Total automated stakeholder engagement

**13.5
Minutes**

Average automated engagement per viewer

Introduction

About Trintech *Source: <https://www.trintech.com/about/>*

- **We're proven leaders in financial close software:** Trintech software fulfills the need of finance professionals because we are finance professionals. And it shows: Over 3,500 mid-sized companies and large enterprises across 100+ countries, including the majority of the Fortune 100, rely on Trintech solutions to help streamline high-volume transactions and GL account reconciliation, manage their journal entry process, speed up their month-end close, and ensure regulatory and other compliance efforts.
- **We're your partner, no matter who you are:** We've built the most complete, most powerful software solution portfolio for finance organizations in the industry. Whether you're a large enterprise or a growing business, Trintech has you covered.
- **We're gaining momentum:** 2020 is on track to be the biggest year in our history. We think it's because we listen — to your customer service needs and to your solution requests.

Trintech is based in Dallas, Texas, with offices around the world. We're growing. And we're excited to grow with you.

Executive Source

Rob Dean, Director of Presales, EMEA was both the executive sponsor and the source for this case study.

<https://www.linkedin.com/in/robldean/>

Additional information was sourced directly from the **EMEA Presales Team**.

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

The Challenge: Inefficiency in Enterprise Sales

Growing demand for Trintech's transformational financial software strained presales resources as they were flooded with demo requests in the enterprise segment. This led to extended wait times for prospects, many of whom were revealed to be unqualified after absorbing precious consulting time. Trintech needed a way to better qualify enterprise opportunities for presales resources while delivering a responsive and world-class customer experience.

Rob Dean, Director of Presales, EMEA:

Because we've got significant growth targets, there is a continual increase in demand for demos from Presales. As with most complex, enterprise-level solution sales, this is a multi-demo process. Both the quantity and length of those demos were increasing. We found that we had an average delay between discovery and demo of 14 days. With that much dead air, it's just an opportunity for your competitors.

EMEA Presales Team: It might take three or four months to fully onboard a sales rep; realistically, **it might take 12 months to fully mint a presales rep**, so if your business is always growing and presales is growing at the same rate, everyone's constantly onboarding.

Finally, we had so many wasted first-level demos to new prospects—**it was maybe 50%**—and that was a major cause for strain on the presales team, as it

meant we didn't have the time we needed to spend on the larger multi-million-dollar deals.

The Prescription: Intelligent Demo Automation & Demo Qualified Leads (DQL)

Dean: I'm part of the Presales Leaders Forum here in the UK and we discussed demo automation in one of our meetings. One of the other members showed us her automated Consensus demos; the minute I saw the heat maps I knew we had to get this. It pretty much sold itself.

EMEA Presales: Consensus was by far the best fit. Nothing even came close to what Consensus could do.

Our major pain points are in the enterprise segment, so that's where we've implemented Consensus initially. The primary way we're using Consensus is through these automated overview demos which are sent out before live demos. Apart from exceptional situations, we won't allow Presales to do a live demo unless all the stakeholders have watched the Consensus demo.

The biggest driving factor in the decision to move forward was hearing success stories from other software companies who were using Consensus.

Results

Boosting Customer Experience

Dean: We use Consensus in large enterprise, in our most complex deals. While large enterprise will always require a higher-touch model in Presales, we've been able to reduce the lag time or "dead air" between discovery and demo to near zero. One customer pointed to our automated demos directly as a differentiator in their decision to go with us versus a competitor. You can't hold Consensus accountable to winning or losing a deal, but we see a positive change in buying behavior when we engage through this medium.

Educated Prospects are a Game Changer

EMEA Presales: In one instance, we sent out a Consensus demo beforehand. We went into the live demo and I spent the whole of the demo talking about our differentiators against our competitor and the specific pain points of that prospect, rather than just the fundamentals of what we do. **We saw so much value in that live demo because they came educated.** That was one of the first meetings that I did that was following a Consensus demo, and that made me think, "Right, this is a game changer."

By the time we get to a live demo, we've had a sales discovery call, they've had up to a 20-minute overview video of the product, and then we've had a

deep technical discovery call as well with Presales. You're basically just answering their queries and going a bit deeper into the areas that they specifically want to discuss, rather than doing a harbor tour of your software.

We've had 39 hours of total view time and 176 recipients with a view, so that's about 13.5 minutes per recipient with a view.

One customer pointed to our automated demos directly as a differentiator in their decision to go with us versus a competitor.

Real-time Insight Into Engagement

Dean: For me, it's a huge bonus that we get real-time insights into how and when people are watching the demos. Best practice is for the Sales team to reach out when we are top of mind. If you do it in the right way, it's helpful and not intrusive.

DQL Status Required

Outside of exceptional circumstances, Trintech requires that enterprise prospects watch a Consensus automated demo before they will commit Presales resources. Prospects who engage with an automated demo are **demo qualified leads (DQL)**.

EMEA Presales: By introducing Consensus into the sales cycle, we were able to use it as a new stage of

Results (cont'd)

qualification. Apart from exceptional situations, we've set a target that 85% of our live demos will be preceded by a Consensus demo. There are always strange situations where you've got a stakeholder who knows our software from a previous company so it's not worth doing it, that kind of thing, but 85% is the target. We were nervous about requiring it.

We've had so little pushback. People are seeing the overwhelmingly positive results.

Viral Stakeholder Discovery

EMEA Presales: We got that discovering stakeholders was going to be a big part of it but we had no idea how big. It's enormous. With 60 Consensus demos sent, we've discovered 238 new stakeholders.

On one deal, **we sent out a Consensus demo—it got forwarded to 36 people.** That got the sales team talking. Some of them have been reaching out directly to these new stakeholders. Others have been reaching out to their main stakeholder suggesting they bring the others into the live conversation.

In addition, I've seen firsthand where we had a really good developed opportunity, but we've been relying on a single stakeholder—and they leave the business. Having Consensus is absolutely mitigating that risk.

Upgrading the Sales/Presales Relationship

Dean: In an established sales organization, you tend to have tenured, successful salespeople who are resistant to change. It was very strange that everybody, without exception, jumped on this. The sales force absolutely loved it—the sales directors, everyone. They're saying,

“Everybody, without exception, jumped on this. The sales force absolutely loved it—the sales directors, everyone.”

“I can get insight I never had before.”

“I can get access to stakeholders I never knew existed.”

From a tools and technology perspective, Presales has been behind the curve for years. Consensus has helped in our efforts to become positive change agents within our sales process.

People are starting to realize that it's not just about Sales Enablement and sales forecasting, but that it's about Presales Enablement.

Key Success Factors

Presales Ownership Means Agile Deployment

EMEA Presales: One of my VP's main concerns was who's going to run it, who's going to manage it. He suggested that this had to go over to Sales Ops.

We made the decision to keep this primarily within Presales, which is definitely the right way to go. It means we can be really agile in terms of creating content and getting it out there to sales reps.

Our first demo was six four-minute videos. Realistically, each of those videos takes a couple of hours but you've got to find those couple of hours in your week, so **within a couple of weeks we had a demo that was ready to go.**

Authentic Content > High Production Value

Dean: The content *has to be authentic!*

This has come out in so many discussions among Presales leaders. It has to be authentic, I think, because we need to feel as though we're being spoken to as individuals. It needs to feel like it's a direct communication with an actual person behind it.

EMEA Presales: We absolutely go down the route of authenticity. With our intro videos, we show a face and we're trying to use the face of the solutions

consultant who's assigned to that opportunity. Straight away, you're building a relationship. If it's some polished marketing thing, you've built no relationship. It looks sterile and it doesn't get people engaged.

Surface Success to Drive Adoption

Trintech chose a reliable test bed of Account Executives and Solutions Consultants to try out Consensus demo automation. Sales reps adopted because Consensus drove results *for them.*

EMEA Presales: With sales reps, you sometimes get these detractors; even if they're brilliant sales reps, they don't want to change anything. They just want to do it the way that they know, that has helped them hit quota in

the past.

We sent out a weekly success email to make sure that everyone knew the successes of it until we built up that adoption—until every single person was saying, "This is a great tool." We have achieved 100% adoption from Sales and Presales and our BDRs in Europe within 30 days.

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