

Case Study



In this implementation-specific study, Access onboards over 250 salespeople and discovers over 370 new stakeholders in less than seven days.

Deployment At A Glance

Sales Team Size	Presales Team Size	Period
250	21	7 Days
Products	Owned By	Additional Tools
120+	Presales	Camtasia

Results: 7 Days

2 Hours

Time to first demo creation. Four product overviews completed in less than 12 hours by one individual.*

661

Interactive video demos sent

37%

Demo View Rate

371

Stakeholders discovered.

**19.8
Hours**

Total automated stakeholder engagement

* Initial demos were created before the general deployment outside the 7 day period.

Introduction

About The Access Group

At Access, we all share a common purpose. You'll love the efficiency and productivity Access software brings and the understanding help that's always here to support you. Our innovative, business software means a more engaged and connected way of working that lets you get on and focus on your business and gives you the freedom to do more.

<https://www.theaccessgroup.com/company/about/>

Executive Source



Adam Freeman, Head of Presales was both the project owner and the source for this case study.

LinkedIn: <https://www.linkedin.com/in/freeman-adam/>

About Consensus

Sales engineers struggle with increasing demand for demos. Consensus is 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: Hyper-growth

The Access Group has gone from approximately £15M per year in revenue to over £300M per year in revenue in about eight years.

Adam Freeman, Head of Presales: With that level of growth, we either had to ramp presales personnel massively or adopt technology, because we couldn't service those smaller-end deals with the current presales setup.

I felt it was wrong of us to remove access to presales for those low-end deals, because a customer that is spending £2,000 with us this month might spend £20,000 with us next month. I felt it was massively disrespectful to the customer to tell them they can only deal directly with a sales rep and they don't get any technical input and shaping of the solution.

The Prescription: Intelligent Demo Automation

Freeman: Consensus enabled us to scale without increasing headcount. That's what I was looking for.

The analytics were important for me. There are numerous solutions to get content in front of

customers, but I found it hard to find something that did the tracking and where I could get those Demolytics™ on the back end that Consensus has. We're very much problem and solution-led, and Consensus allowed us to put product in front of customers and initiate conversations about value without having to have those web meetings.

One of the biggest things I'm looking for with Consensus is I want to get rid of some of the repetitive stuff so that my presales team has more time to work with marketing and product. I want them to be part-time evangelists, part-time presales people. I want them to be that industry expert.

Key Success Factors

Project Ownership: Presales

Freeman: It needed to be authentic. This could have gone to many different departments, marketing and so forth. It was very important to us that we keep this a presales tool. We trust them to deliver these messages to customers every day. If we don't trust them to record it, something else is wrong.

It has to have a level of professionalism. You can't hide from that. I was really pedantic about which colors needed to go in the player and so forth, so it looks and feels very "Access" when you launch a demo.

Standardize production, but keep it in-house

Freeman: We created Camtasia assets and shared them around the presales team. I asked one of my SEs who's good at video editing to run me a course across the team on how to create demos using the Camtasia assets.

Certify the process

Sales reps were required to send Freeman a 45 second video on any topic they chose or their license would be deactivated. In this manner, he was able to verify player settings and consistency.

Create an SLA for Content Creation

Sales reps submit content requests via a form with five simple questions: title, content, product, division, and then they are asked to triage how important it is. High priority content is generated within 36 to 48 hours. Low priority content is completed within the week.

Automate Onboarding

Access created an instructional video along with a one page PDF of guidelines for use. Practitioners could not gain access to 1:1 training without first watching the video.

Freeman: We're using the tool to sell the tool internally. It took me, realistically, 8 to 10 hours to put that content together.

"We rolled out 250 end users in 2½ days between three of us. I've had five individual on-on-ones to get people engaged out of 250 people. That's it."

-Adam Freeman, Head of Presales