



Citrix Canada

# ROI Analysis

Scale Presales *with* Interactive Video Demos








## Quick Facts

*Consensus interactive demos scale Presales by:*

- **Personalizing** demo videos and documents based upon viewer interests and selections. Your prospects are served only the content they want at the depth they want, boosting engagement by as much as 4x that of standard video.
- **Qualifying** prospects through behavior analytics. Set engagement and sharing benchmarks for Demo Qualified Leads (DQLs). Prospects come to a live demo better educated and ready to talk specifics.
- **Delivering** an on-demand demo at scale, which also promotes sharing within the target organization. Empower your champion with an unmatched tool that is always on and on message.
- **Revealing** stakeholder contact information and interest data through granular analytics. When a new member of the buying group is revealed or engaged, reach out immediately to provide key info, reduce friction, enhance the buying experience, and shorten sales cycles.

Visit our website:

<https://www.goconsensus.com>

	Number of annual demos	480
	Annual hours spent giving demos	960
	Projected demos automated	3,600
	Average annual salary	\$150,000
	Hourly rate	\$72
	Annual man hours saved	7,200
	Direct Cost Savings	\$519,231
	FTE equivalent	3.460

**What strategic benefits would Citrix Canada realize if you could give your sales organization back 7,200 hours, which equates to 138.00 weeks of time for a FTE?**



We jumped on board awhile ago with Rex and the team, and have not looked back since. It's one part of our strategy to help demonstrate our capability to customers with varying appetites and requirements. It scales well and allows our team to tailor content at the front end of our conversations. It leads to better discovery which aids in better connections.

*Oliver Greenwood, Vice President at Oracle*