![consensus logo]

Basware

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	21,600
📅	Annual hours spent giving demos	86,400
📅	Projected demos automated	7,200
👤	Average annual salary	$115,000
🕐	Hourly rate	$55
👥	Annual man hours saved	28,800
$	Direct Cost Savings	$1,592,308
👥	FTE equivalent	13.850

What strategic benefits would Basware realize if you could give your sales organization back 28,800 hours, which equates to 554.00 weeks of time for a FTE?