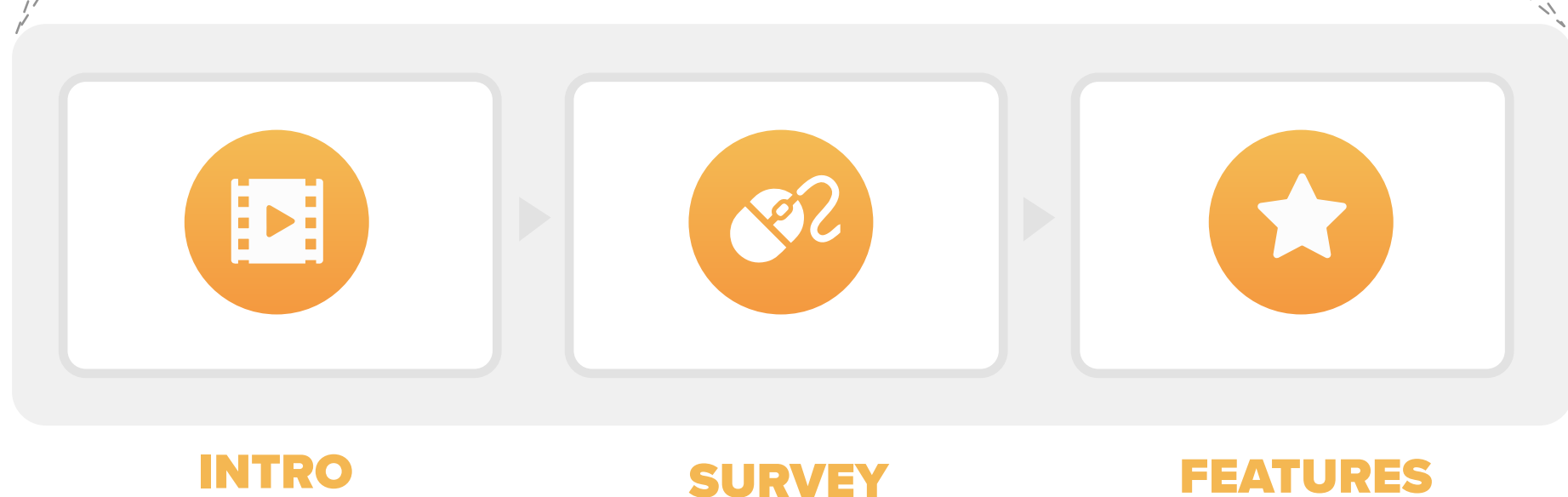
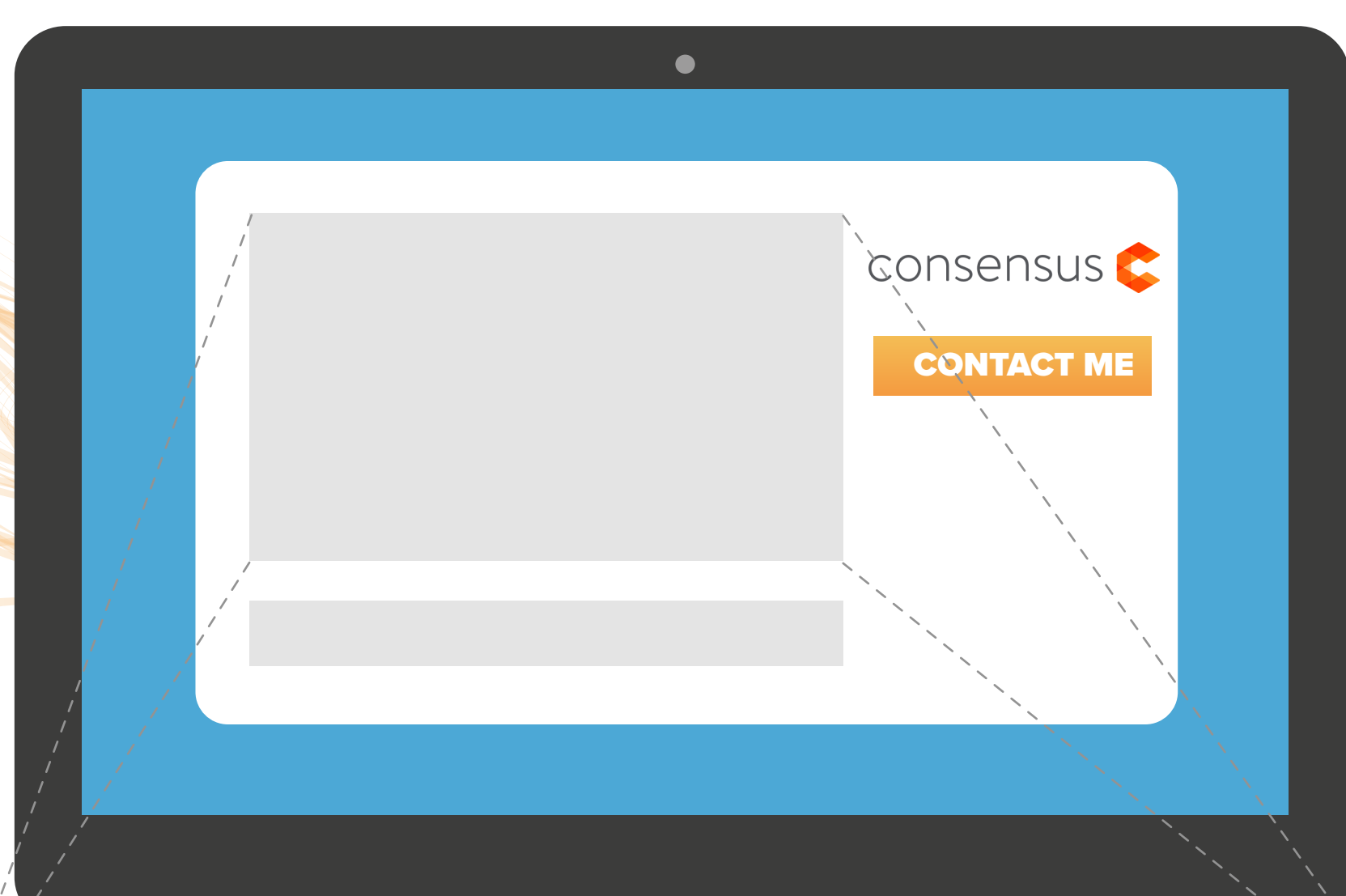


# ANATOMY OF A DEMO

Consensus's automated, personalized sales and marketing demo platform. The Demo Player can be customized with your logo, color pallet and background image.

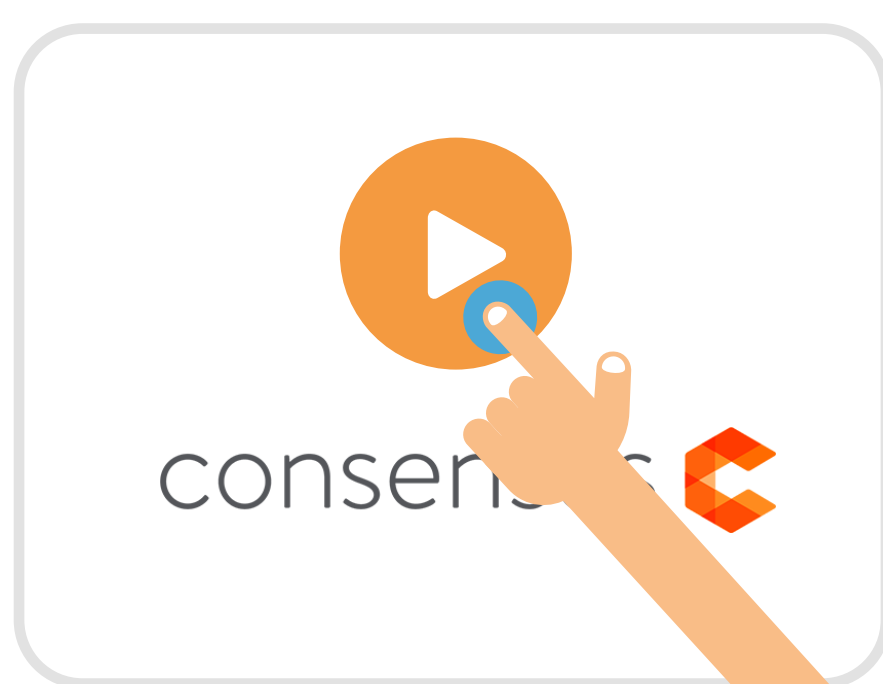


The Video Content in the Demo Player is customized to fit you business to business or business to customer needs.

The Video Content has three main components: the **Intro video**, the **survey** and the **feature videos**.

## INTRO 1

The intro video is a high level introduction to your company and the problem you are solving. It averages 30 - 45 seconds long. If the intro video is longer, customers tend to stop watching.



## SURVEY 2

The survey queries the customer for what features they are highly interested in, somewhat interested in or not interested in. Their selection controls the feature videos that are played.



## FEATURES 3

There are two version of each feature video, a long (approximately 1:30) and a short (approximately 30 sec). If a customer selects highly interested on the survey, the long version plays. If they select somewhat interested, the short version plays.

The features can be gated so that a potential customer must enter contact information before seeing the feature videos.

Each feature video is written to follow an effective sales technique called the Persuasion method. It includes:

**PROBLEM STATEMENT**

**SOLUTION STATEMENT**

**"HERE'S HOW IT WORKS"**

**RESTATING THE SOLUTION/VALUE PROP**

**PATENTS PENDING**

