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# *Enterprise Customer Success Story*

*Company shortens sales cycle by 68% and  
increases close rate by 27%*

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## Consensus helped an enterprise software company shorten its sales cycle from 50 to 16 days (68% less time) and increase its sales closing rate from 33% to 42% (a 27% gain).

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### **IMPACT // Shorten Your Sales Cycle and Increase Your Sales Close Rate**

This Consensus enterprise customer is a cloud-based software company that is part of a multibillion-dollar global enterprise. The company's software helps doctors' offices run more effectively by replacing five or more systems with an all-in-one Electronic Health Record (EHR) and practice management solution. This solution helps practices comply with regulatory and legislative changes, such as the Affordable Care Act (ACA), and allows office managers, nurses and doctors to optimize schedules, simplify check-in and checkout, document patient encounters, prescribe and order, capture and pursue revenue, and measure financial practices and performance on the go.

### **The Challenge // Selling to Multiple Decision Makers**

As with many sales opportunities, selling software into doctors' offices is challenging because they have busy gatekeepers and they make consensus-driven purchase decisions. Office managers are the gatekeepers and sign the contract, but not until nurses know the software meets their needs and not until doctors have agreed to sign the check. The best way to unlock the office manager gate is to demonstrate that the solution meets the unique needs of each member of their buying committee. However, getting everyone in the office who has a stake in the decision to sit through a product demo at the same time is next to impossible.

### **The Solution // Discover & Engage the Buying Committee**

Consensus is Software as a Service (SaaS) that automates custom product demos to accelerate sales. Our interactive demo platform personalizes video and documents so each prospect automatically learns about your solution in the most relevant way. This cuts sales cycles and increases close rates. Our Demolytics™ dashboard helps you discover and engage the entire buying committee by gathering analytics and tracking who's involved, what's important to them, what they watched, and who they shared it with.

Unlike traditional one-size-fits-all product demos that treat all decision-makers the same, Consensus' team of professional content producers created a series of dynamic product demo videos that speak to the unique pain points of each buyer persona: office managers, nurses and doctors. Then, like an expert salesperson, Consensus reconfigures the content in real time to deliver a custom product story for each prospect, so they know what's in it for them.

- Personalized demo videos
- Discover and engage all decision makers
- Accelerate purchase decisions

