consensus

Empowering Sales with Personalized Product Experiences

2X
Win Rate

80%
Deals Now Including Multiple Products

100%
Quota Attainment for North American Sales

60%
Increase in Presales Capacity

Company Size

~1,000 Employees

North American Sales Reps

55

North American Presales Team

11

AE:SC Ratio

5:1

SE Workload

50-80 Opportunities per SE

ESKER®

USE CASE: PRESALES & SALES

Empowering Sales with Personalized Product Experiences

ESKER®

Esker is the global authority in AI-powered business solutions for the Office of the CFO. Leveraging the latest in automation technologies, Esker's Source-to-Pay and Order-to-Cash solutions optimize working capital and cashflow, enhance decision-making, and drive better collaboration and human-to-human relationships with customers, suppliers and employees.

Esker operates in North America, Latin America, Europe and Asia Pacific with global headquarters in Lyon, France, and U.S. headquarters in Madison, Wisconsin.

Learn more at www.esker.com

THE COMPANY

Company Size	North American Sales Reps	North American Presales Team
~1,000 Employees	55	11

AE:SC Ratio	SE Workload
5:1	50-80 Opportunities per SE

THE RESULTS AT A GLANCE

2X
Win Rate

80%
Deals Now Including Multiple Products

60%
Increase in Presales Capacity

50%
Faster Sales Cycles

100%
Quota Attainment for North American Sales

20%
Decrease in Unqualified Demos

EXECUTIVE SOURCE

Howie Hahn, Global Director of Presales, was our source from Esker for this customer story.
He was the principal stakeholder in the evaluation and implementation of Consensus and is responsible for its ongoing success at Esker.

Howard Hahn

THE PROBLEM

Presales Bottlenecks Hinder Rapid Growth

Esker, a global leader in cloud-based document automation, was scaling fast—so fast that their presales team was struggling to keep up. Demo requests were flooding in, and the demand was outpacing their ability to scale sales efficiently.

Howie, Esker's Global Director of Presaless, recognized the growing strain on his team, stating, *"I wasn't feeling as much pain as our company globally was growing extremely fast and faster than we could hire or train, you know, to keep up with."*

The problem? Presales was stuck in a cycle of inefficiency.

- Too many demos, not enough strategy. The team was buried in repetitive, early-stage demos—many for unqualified prospects—draining resources that should have been focused on high-value deals.

- Presales pulled in too soon. Sales reps were engaging presales before prospects were fully qualified, wasting time and effort on deals that weren't ready to move forward.

The result? A bottleneck that slowed down the sales process, stretched presales too thin, and left revenue on the table. Esker needed a better way to scale—without burning out their team.

THE SOLUTION

Consensus as a Catalyst for Change

Howie's search for a solution led him to Consensus, a demo automation platform that promised to transform the way Esker delivered product experiences. Consensus offered the ability to create personalized, interactive demos that could be accessed by prospects on demand. This meant that sales reps could provide prospects with an engaging and informative product experience early in the sales cycle, without having to immediately involve presales.

The appeal of Consensus was clear. By automating routine demos, Esker could free up presales resources to focus on high-value activities, such as custom demos for qualified leads and in-depth technical discussions. Additionally, the platform's ability to personalize demos ensured that prospects received information relevant to their specific needs, increasing engagement and accelerating the sales cycle.

IMPLEMENTATION

A Smooth Transition to a New Approach

Howie's search for a solution led him to Consensus, a Product Experience platform designed to scale product demos without scaling headcount. With interactive, on-demand demos, sales reps could engage prospects early in the sales cycle—before pulling in presales.

The positive impact of Consensus was felt almost immediately. Sales reps were empowered to have more informed conversations with prospects, and the presales team was able to focus on more strategic activities.

"We did a contest, and so the sales engineers that built the demos that were the shortest and the most effective, they got a bonus," says Howie. The platform's built-in analytics gave Esker valuable insights into buyer engagement, enabling them to refine their demo strategy and continuously optimize the sales process.

THE RESULTS

Transforming Sales Performance and Buyer Experience

The results of Esker's collaboration with Consensus have been transformative, with impressive improvements across key sales metrics:

- **Reduced sales cycle:** By integrating product experiences throughout the buyer's journey, Esker cut their sales cycle in half. Sales reps and presales teams now work in sync, meeting buyers where they are to accelerate the sales process.

- **Increased win rate:** Esker's win rate more than doubled, jumping from 25% to 53%, showcasing how personalized product experiences drive higher conversions.

- **Increased capacity:** Before Consensus, Esker's sales engineers managed about 50 opportunities each. Now, they handle an impressive 80 opportunities per engineer—a 60% increase—while reducing their overall workload by cutting unqualified demos by 20%.

- **Improved sales rep ramp time:** New sales reps are ramping up faster, thanks to the readily available, informative demos that streamline their learning curve.

- **Increased deal size:** 80% of Esker's deals now involve multiple products, highlighting the effectiveness of personalized demos in showcasing the value of their broader solution suite.

- **Enhanced Sales Performance:** By using personalized product experiences through Consensus, Esker's North American team closed deals faster. As a result, the entire team met or exceeded quota.

- **Enhanced customer experience:** Buyers now receive the information they need faster and more efficiently, making for a more positive and engaging buying process.

In Howie's words, "Consensus has been a big tool for us. It was like a bazooka, and it just exploded."

The platform has not only empowered Esker's sales team, but has also played a pivotal role in enhancing the customer experience. By providing personalized and readily accessible product experiences, Esker has been able to differentiate itself in a competitive market and drive significant business growth.

KEY TAKEAWAYS

● **Don't let presales be a bottleneck**
Scaling presales is crucial for capitalizing on rapid growth and maximizing revenue potential.

● **Empower your sales team**
Equipping sales reps with personalized demo automation tools enables them to have more informed and effective customer conversations.

● **Accelerate deals, boost revenue**
Shorter sales cycles and higher win rates translate directly to increased revenue and faster business growth.

● **Enhance the buyer journey**
Personalized, interactive demos create a more engaging and informative buying experience, leading to increased customer satisfaction.

ESKER®

Company Size	**Presales Team**	**AE:SC Ratio**	**Products Covered**
21,000	47 SCs	5:3	~20

Presales Workload	**Avg. Demo Prep Time**	**Consensus Implementation**
70-80 Demos/Month	4-5 Hours/Demo	2 Months

2X	**80%**	**60%**
Win Rate	Deals Now Including Multiple Products	Increase in Presales Capacity

50%	**100%**	**20%**
Faster Sales Cycles	Quota Attainment for North American Sales	Decrease in Unqualified Demos

consensus

Sales engineers, solution architects, and sales leadership rely on Consensus demo automation to reduce wasted demos from 50% to 5% and cut average demo wait time from 14 days to on-demand. This leads to shortening sales cycles by as much as 68%. Consensus customers including Autodesk, Atlassian, Dell, Oracle, Salesforce, and SAP rank Consensus #1 in G2 ratings for Presales Software.

Learn more about demo automation, buyer enablement, and best practices for scaling Presales at goconsensus.com