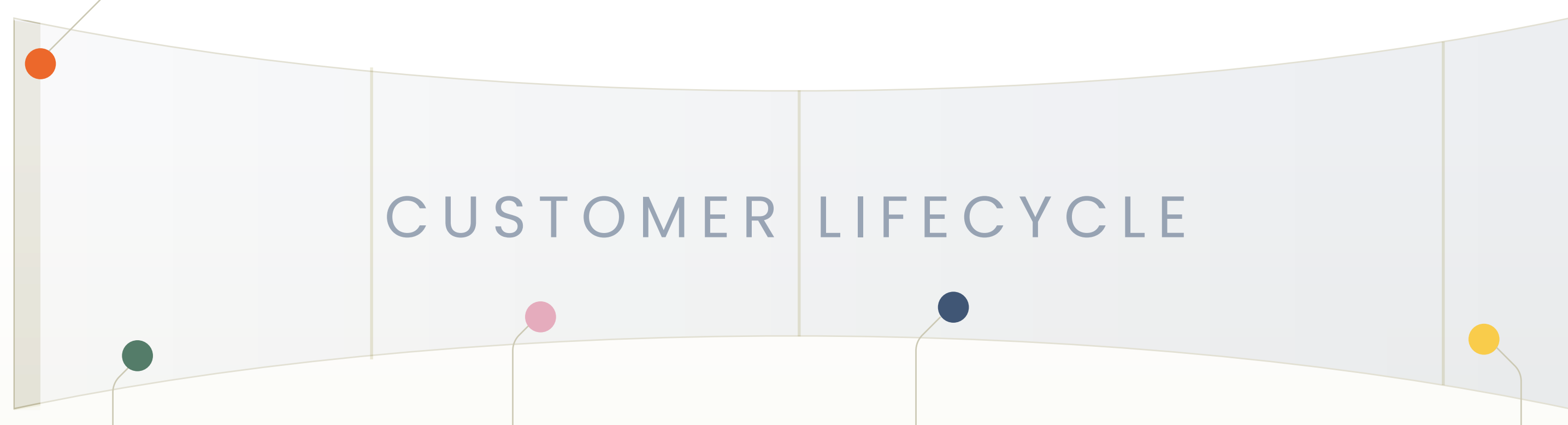


1 THE UNDENIABLE SHIFT

The demand for Presales stretches across the customer lifecycle.

less than **2%** of Presales teams support **Sales** exclusively.



9.5%
of Presales teams also support **Marketing**

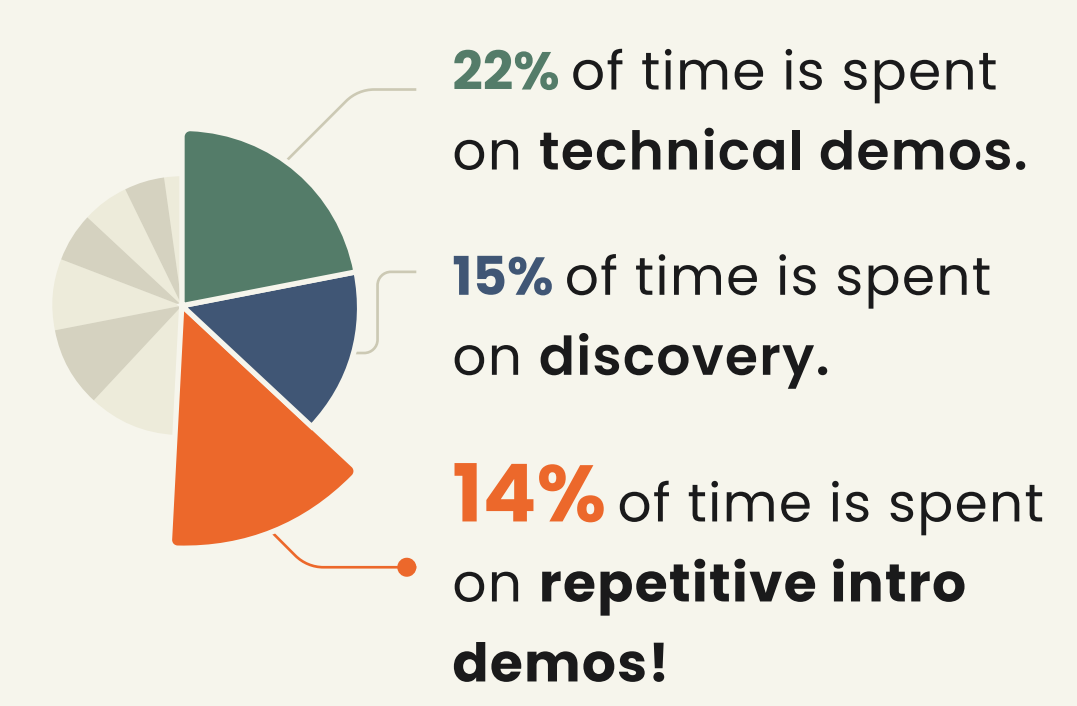
10%
of Presales teams also support **Business Development**

15%
of Presales teams also support **Customer Success**

7%
of Presales teams also support other departments

How much of SE time is *effective*, and how much is *wasted*?

Here's how SEs currently spend their time each week:



Here's how tasks rank in terms of impact:



2 THE BOTTLENECK

Between back-to-back intro demos and the explosive demand for Presales generally, they have become a *bottleneck*.

40%
More demos delivered by SEs per week vs. last year

30-50%
of all demos are unqualified

5.6 days
is the average time buyers wait for a first demo

SE teams burn out quickly and the buying experience suffers. It gets *much worse* when...

Your Sales team is growing.
AEs ramp in three to four months.
SEs ramp in six to twelve.

You move down market,
where high touch doesn't work and margins break.

You don't know the stakeholders.
AEs engage eleven stakeholders per deal.
SEs only engage four.

3 SCALE PRESALES TO ENABLE BUYERS

B2B is complex, painful and slow, but it *should* be simple, pleasant, and fast.

Make the resources you have more effective at guiding buyers to close.

We do this with **Intelligent Demo Automation**



Interactive Video Demos
Deliver a better buying experience that's on-demand and guided with a reusable demo library.



Stakeholder Intelligence
Uncover new stakeholders organically and see what matters most to them.

4 THE IMPACT

50%
of interactive video demos are viewed the same day

13%
are viewed after business hours

95%
reduction in unqualified demos

68%
faster buying journeys