

The power of an  
**Automated Personalized Demo**  
in **PRE-SALES**



When a prospect *watches* an automated personalized demo before the first call, they are **34%** more likely to become a qualified opportunity than those that don't.

**WATCHING  
A DEMO** =

**34% MORE  
LIKELY**  
TO BECOME AN OPPORTUNITY



If they *watch* an automated personalized demo **AND** *share* it with at least one other person in the buying group before the first call, they are **81%** more likely to become a qualified opportunity compared to those who don't watch a demo beforehand.

**SHARING  
A DEMO** =

**81% MORE  
LIKELY**  
TO BECOME AN OPPORTUNITY

