Keys to Successful Sales Acceleration

Cloud-based product demonstrations and proofs of concept give sales & marketing teams the tools they need to master the customer journey.

Sales and marketing teams in enterprise software firms use product demonstrations and proofs of concept (PoCs) to showcase their software's value proposition.

By leveraging the latest innovations in cloud-based virtual labs, software vendors can ensure smooth and reliable demonstrations and PoCs at scale and empower their business development efforts with the actionable customer insights needed to boost sales.

Top Investment Priorities

In a survey of more than 200 enterprise software vendors in the United States, we asked senior decision makers responsible for product demonstrations and proofs of concept what their top investment priorities would be for 2020. The top three responses were:

1 Customer Insights
Gain better visibility into crucial parts of the purchase funnel.

2 Sales Automation
Automate crucial parts of the sales cycle, including Proofs of Concept.

3 Personnel
Recruit more personnel, including systems engineers, sales support & customer success staff.

Sales acceleration requires more effective use of customer intelligence and the latest digital innovations to speed up the sales cycle.

Key Attributes for Success

Critical requirements for conducting successful product demonstrations and proofs of concept according to survey respondents include:

Product Demonstrations

Data Analytics
Real-time data analytics and reporting

Faster Set Up Times
Reducing the time needed to set up demonstrations

Centralized Control
Ability to build demos centrally that can be rolled out to different customers

Proofs of Concept

Customer Insights
Ability to gather actionable indicators that can help sales teams

On-Demand IT
Ability to scale necessary IT resources on demand

Measure ROI
Collect data to measure the effectiveness of the PoC

Most Important Capabilities for Platforms Used to Conduct ...

Product Demonstrations
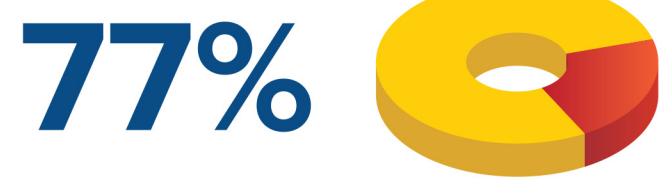
77%
of respondents ranked the ability to conduct Product Demonstrations in an **entirely cloud-based virtual environment** as the most important capability when demonstrating their software solutions to prospects.
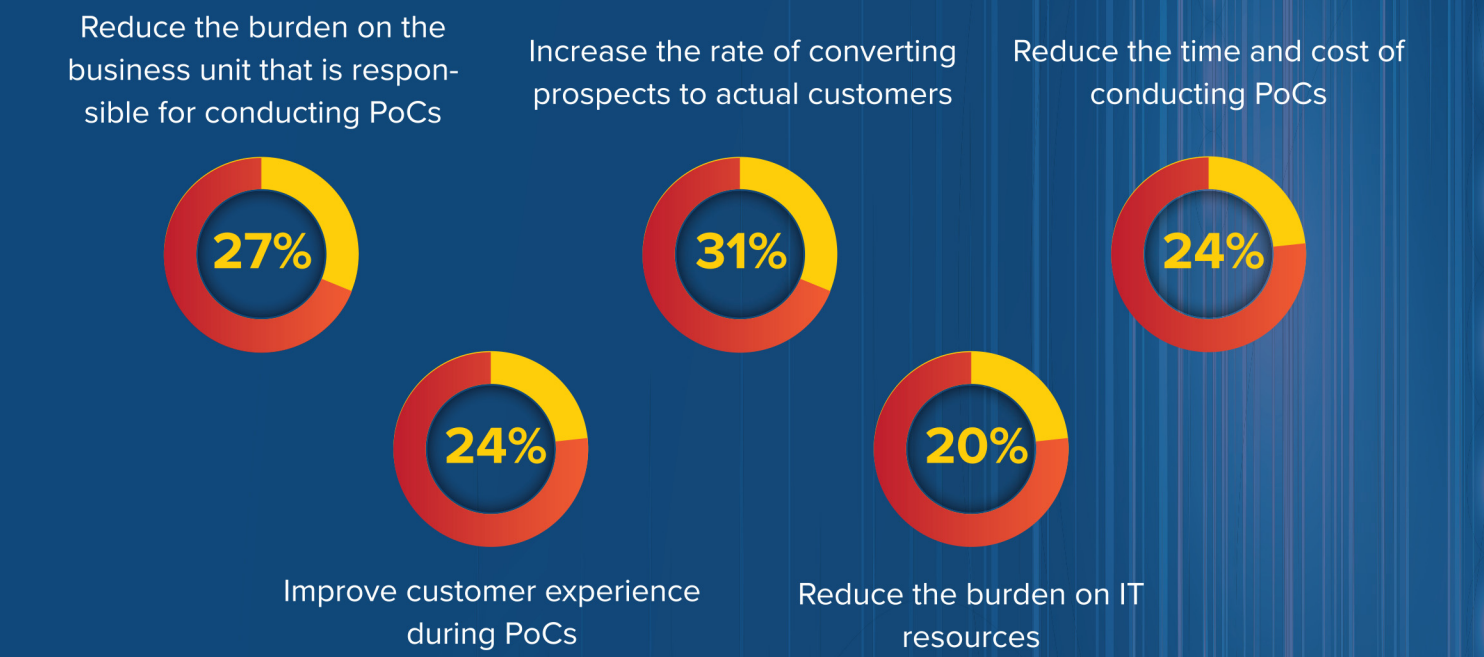
Proofs of Concepts
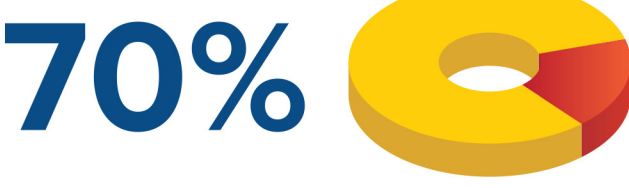
70%
of respondents said the ability to **customize proofs of concept for individual customer business needs** was the most important capability they sought in a successful PoC engagement.

Business Benefits

Below are the top benefits respondents expect from a cloud-based platform for conducting virtual proofs of concept. (% of respondents who ranked each benefit as "Very Important")

27% Reduce the burden on the business unit that is responsible for conducting PoCs

31% Increase the rate of converting prospects to actual customers

24% Reduce the time and cost of conducting PoCs

24% Improve customer experience during PoCs

20% Reduce the burden on IT resources

Essential Guidance

Boost Performance
Improve product demonstrations and PoCs over time with actionable performance data and user insights.

Optimize Resources
Use cloud infrastructure to scale IT capacity and make more efficient use of IT resources.

Improve Customer Satisfaction
Ensure customers complete the product demonstration or PoC successfully by giving them targeted support and guidance.

Survey Methodology

n=200 in the United States (% share of interviews)

Respondent Roles

34% Sales & Presales

28% Marketing

19% Technical Support

12% Product Management

7% Others

Respondent Business Size by Number of Employees

21% 50-99

52% 100-499

27% 500+