



Prophix Case Study

A CFO emailed
PROPHIX to say that
he had some questions
but no time to talk until
his end-of-year
financials were over. A
PROPHIX sales rep
sent the CFO an email
with a link to the demo.
After viewing the
demo, the CFO mailed
a purchase order to
PROPHIX without ever
speaking to the
representative.

CLIENT: PROPHIX Software

PROPHIX Software has been helping customers with budgeting, forecasting, financial consolidation, management reporting and analysis since 1987.

NEED: Open the pipeline to engage more prospects and increase sales team productivity.

PROPHIX software develops a robust, high-level finance management solution that is marketed to CFOs. Their previous sales cycle was a lengthy process that included three separate demos:

1. A “Get-Them-Interested” canned demo.
2. A one-on-one demo that took a full two-hours.
3. A needs assessment demo to identify prospect’s goals.

PROPHIX wanted to shorten their lengthy sales cycle and make sales more productive.

SOLUTION: Seven-minute demo to replace the two-hour one-on-one demo.

Autodemo’s team of writers, developers and producers created a clear and concise demo that emphasized the product’s WOW factor and allowed prospects to view the demo independently of a PROPHIX sales rep.

Unlike the live demo it replaced, the seven-minute demo provides consistent messaging every time and can be emailed quickly to important decision makers and influencers who might not be available for a live demo.

RESULT: Sales increase as sales reps focus on closing.

By replacing their live, one-on-one demo with the demo that Autodemo created, PROPHIX eliminated a total of 400 two-hour demo sessions. The sales team immediately gained 800 more hours per year to handle more prospects. Now sales reps simply email a link to the new automated demo and follow-up with a call to see if prospects have any questions.

When PROPHIX leveraged the new demo in a broadcast email to cold prospects, it landed \$330K in sales in less than a month. PROPHIX had a pool of approximately 600 prospects that had dropped out of their sales cycle. Armed with their new marketing tool, PROPHIX emailed these prospects a link to the new demo. In less than four-weeks, 100 of the cold prospects had viewed the demo and PROPHIX closed 11 deals generating \$330K in revenue.