



# Ellucian Boosts Sales & Demo Effectiveness with Great Demo!

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## OVERVIEW

Ellucian is a leading provider of software solutions and services for higher education institutions. With a competitive market, they recognized the need to improve their sales process and better demonstrate the value of their solutions to potential customers. That's when they turned to Great Demo!, a sales and discovery methodology that helps companies deliver effective and engaging product demonstrations.

## CHALLENGES

Ellucian is a prominent supplier of software and services for colleges and universities. Acknowledging the existence of a competitive industry, they realized the necessity to enhance their sales process and effectively showcase the benefits of their solutions to prospective clients.

## SOLUTIONS

After conducting thorough research, Ellucian chose to implement the Great Demo! methodology. This approach focused on creating a customer-centric sales process that tailored demonstrations to the specific needs and interests of each potential customer.

By adopting this methodology, Ellucian's sales team was able to better communicate the value of their solutions and differentiate themselves from competitors. They also...



Learned effective discovery skills to understand the customers' needs and critical business issues.



Learned to use tailored solutions and demos to address the unique needs of higher education institutions.



Incorporated storytelling to make their demos more engaging and memorable.



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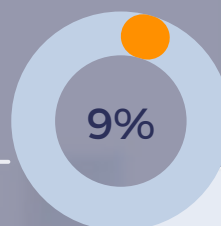
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OF ELLUCIAN'S ERP SYSTEM

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WIN RATE INCREASE



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## RESULTS

According to Ellucian's Vice President of Solution Consulting, Avni Trivedi, "Great Demo! has been instrumental in helping us to better understand our customers' needs and communicate the value of our solutions. We've seen significant improvements in our presales delivery and demonstration effectiveness since incorporating this methodology into our sales process."

Ellucian saw significant improvements in its sales process and demonstration effectiveness, as the statistics above show. As a recent example, a University COO who selected Ellucian reported that Ellucian demonstrated their domain experience through the well-prepared demo and thorough understanding of his institution needs. The demo clearly highlighted the value Ellucian provided and how it would improve the operations of the university.

Ellucian's team members have also shared feedback on how Great Demo! has helped them transform their demos and increase the engagement and retention of the company's solutions with its prospects and clients.



Great Demo! has completely transformed how we demo, the depth of information presented, and the speed with which we arrive at the desired solutions for the customer (i.e., what they want to see). The results have been incredible.



**Primo Luzar**  
Director of Solutions  
Consulting  
Ellucian



The techniques we learned in the Great Demo! training have been a game-changer for us. They've helped us increase engagement during demos and better prioritize the capabilities we show, both of which make our demos more memorable and differentiate us from our competitors.



**Sumi Yourtee**  
Principal Solutions  
Consultant  
Ellucian

Overall, Great Demo! has been a key factor in Ellucian's success. By helping them better understand their customers' needs and tailor their demos to address those needs, they've been able to effectively accelerate deals throughout middle of the funnel sales activities.



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