

Innovation Spotlight No 5: Saleo: Customized Sales Demo Experience



People behind the start-up

[Justin McDonald – Co-Founder & CEO](#)

Justin brings more than 17 years of SaaS experience in both start-up and high-growth stage organizations. Before co-founding Saleo, Justin was the CEO of RambleChat, the SVP, GM of Conversational Marketing, and the GM of Channel Applications at Terminus.

[Daniel Hellerman – Co-Founder & CPO](#)

Dan has more than 11 years of experience leading product and marketing teams. Before co-founding Saleo, Dan was the VP Media Strategy & Architecture and led the advertising product at Terminus for 7 years, Head of Marketing at Cloudreach, and led Digital Marketing at SevOne.

Background

Justin and Daniel faced challenges their entire career demoing a myriad of software applications.

During their time at Terminus, they were tasked with demoing 6 distinct software platforms and how they interface together, and during Dan's years at SevOne having to show complex network monitoring graphs working down to the sub-second they routinely saw presales teams spending dozens of hours per week prepping for a single customer demo.

They're stated mission: to help software companies create incredible software demos that win and retain more customers.

The Problem

- Missing data, blank graphs, & generic demos create a horrible experience
- New product features create a perpetual challenge to sales engineers
- Demo prep time can take hours and days (per demo)
- Replicating a great demo experience across sales is hard. New SE's / AE's even harder.
- Demo personalization for different segments, industries, and target accounts is a challenge
- Companies that can't demo well are routinely plagued with unnecessary proofs-of-concepts.

The Solution

Saleo is a live sales demo experience platform enabling software companies to easily create demos, complete with data, directly within their own SaaS product. The platform overcomes the burden of missing data, outdated demo environments, and time-consuming demo prep. This leads to more successful demos and ultimately, shortened sales cycles and more closed deals.

Gain complete control over every element of your demo environment - graphs, metrics, tables, text, images & icons, enabling you to create the perfect software demo that connects directly to your customer's pain points and lands exactly the way you want. Customize new demos in minutes that turn more deals into "closed won."

Target Audience

Primary target is the 100,000+ B2B SaaS sales teams selling software with > \$1M in revenues.

User personas include PreSales teams (Solution Consultants, Sales Engineers), Sales Reps (AE/AM), and Sales Leadership.

Sales teams with generic or empty demo environments, who spend countless hours building demos each week, or teams with complex demo environments that need more control over the data they present.

When (launch-date, Availability)

Saleo has a live product in the market with active paying customers.

Saleo's clients include number of large mid-market, and enterprise SaaS tools including Terminus, Drift, Salesloft, and Demandwell.

Saleo's Sales Demo Experience Platform came out in Q2 of 2022 and it is live with initial customers.

Saleo was named a "High Performer" by G2 for Summer 2022. Saleo also ranked #1 for Likelihood to Recommend and Ease of Use, among other categories.

SalesTech Categorization

Nancy puts Saleo in both, the PreSales Enablement and Demo Automation categories.

All SaaS companies are hampered by the inability to demo effectively at scale. That's because customers have different needs which require demoing different capabilities, and that is difficult to do in a live environment. PreSales Enablement and Demo Automation solutions are both aimed at removing this barrier to growth.

Tools in these categories are long overdue and have been enthusiastically welcomed by B2B SaaS companies whose business depends on demos.

Contact

Website: <https://www.saleo.io>

Contact: Daniel Hellerman

Phone: 678-201-0772

Email: dan@saleo.io

LinkedIn: <https://www.linkedin.com/in/danielhellerman/>

Location: Atlanta, GA

If you'd like to know more about the solution, whether they are seeking funding and for how much, or have other questions, feel free to reach out to them directly.



The information provided is for general purposes only. It is provided in good faith; however, we make no representation or warranty of any kind, express or implied, regarding the accuracy, adequacy, validity, reliability, availability or completeness of the information.