

Sprint:

Demo Calls That Don't Suck!

with

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01 The biggest mistakes companies make that turn off buyers during the demo process

Biggest Mistakes: **WHY MOST DEMOS SUCK**

- They are WAY too product-oriented.
- They don't deliver a unique and compelling message.
- Expectations are mismanaged, therefore they lack direction

Your demo shouldn't turn away buyers or make them feel like they are settling.

It should be an **EXPERIENCE** that inspires them. It should turn them into **CHAMPIONS** and **EVANGELISTS** of your **BRAND**.

02 How to structure a higher-converting demo process

- **Mindset**

Stop thinking like an **executive**, it creates boring demo calls.

Think like an **entertainer**, become Audience-Focused.

When you're audience-focused, it's not a product demo. It's a brand experience.

- **Messaging**

HOW DO YOU ANSWER - **WHAT DOES YOUR COMPANY DO?**

Example: "We're an award-winning A.I.-powered platform specializing in load delivery throughout the entire product lifecycle. We've worked with top brands across multiple industries, with an average 50% increase in delivery and are backed by the same investors who funded Pinterest, Peloton, and Puppy-lingo, like Duolingo but for puppies."

Que **PASA**? Elevator Pitch Formula:

P	A	S	A
Problem	Approach	Solution	Action

- **The Call-Flow**

Demos that suck go something like this:

1. **100-Level Discovery:** "What are you interested in us?"
2. **Boring Demo:** "Let me show you the software now..."
3. **Inconclusive Next steps:** "What are your next steps from here?"

Startup Hypeman **call flow** for **repeatable, scaleable, badass demos.**

1. Mutual Agenda
2. Impactful POV Statement
3. 300-Level Discovery
4. Elevator Pitch & Pitch Deck
5. Reverse Demo Technique
6. Collaborative Next Steps

Impactful Pov Statement:

- Convey your stance and belief system about the industry.
- This should NOT be about product features.
- It should convey a VISION.

Reverse Demo Technique:

- Light walkthrough - intentionally leave things out.
- Work backwards from the end result.
- Make it feel simple and linear.

Other Resources

Uhubs [Podcasts](#)



Other:

- [How to become an expert in vulnerability | Rajiv Nathan](#)
- [Sales Presentations with Rajiv Nathan](#)
- [How To Not Suck At Personalizing Cold Emails](#)
- [Why You NEED To Reverse Engineer Your Sales Demo's - Rajiv Nathan](#)