Leaders Fund

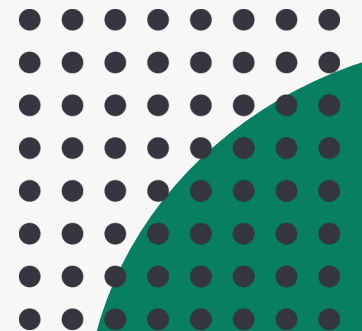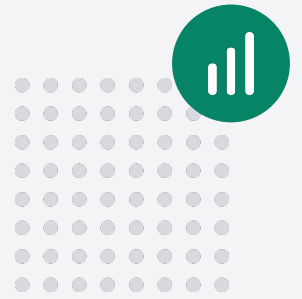# Delivering the killer demo

## Close more deals, more consistently

Too many product demos fail...
why?

Product demos are given in the dark.

- ❏ There's a lack of understanding of what **content is relevant.**

- ❏ There are no pauses to validate the **demo is on track.**

- ❏ **Relevant** customer stories are not highlighted.

- ❏ There are **long** demo segments, resulting in disengagement.

- ❏ It's unclear if the needs have been met, and what happens next.
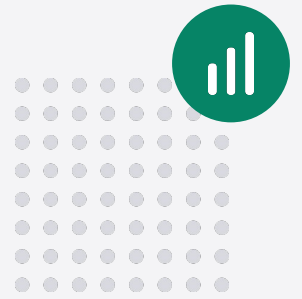
How sales pitches fail:

Consider that you walk into a car dealership looking for a new car.

You have a **specific set of criteria and constraints** you're looking for:

- **Safety** > **Acceleration**
- **Fuel Efficiency** > **Entertainment**
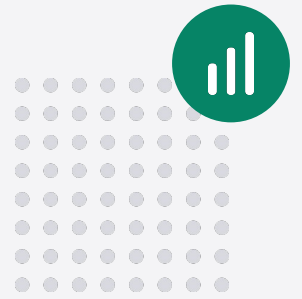- **Reliability** > **Luxury Feel**

What you want:

Instead of asking you what you're looking for, what you drive today, what your key requirements are, the sales rep takes you over to a convertible and begins selling you on it:

" You have to see this sports car. It has low wind noise, its acceleration is fast and seamless, its sound system is incredible…
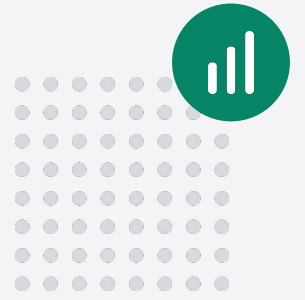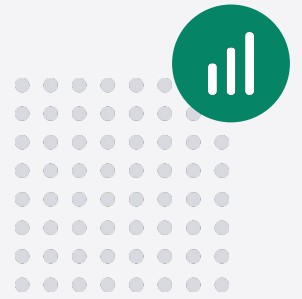
Is the sales rep on track to sell you a car?

Probably not.

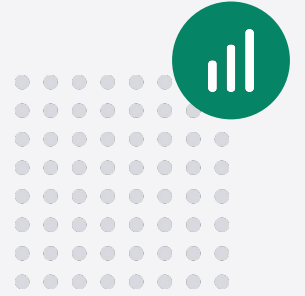# Why is selling software any different?

How to deliver **successful** product demos

The killer demo blueprint: P.A.U.S.E.

1) **Pause.**

2) **Ask.**

3) **Understand.**

4) **Schedule & Prepare.**

5) **Execute.**

Pause.

Without understanding what is important, you are likely to:

- Focus on the **wrong** capabilities and benefits.

- Talk too long without pausing to validate.

- Lose the attention of your audience.

- Fail to **convert** to next step in the sales process.

> **Close the laptop. Don't start with a demo.**

Ask.

- **What are they doing today?**

- **What are their biggest issues: speed, usability, integrations, support?**

- **What are some basic things they would like to do, but can't?**

- **What would they like the solution to achieve in ideal state?**

<div style="border: 2px solid green; text-align: center;">

Ask questions to discover current challenges and goals.

</div>

Understand.

- Ask key questions to understand core customer problem.

- Share similar client stories to showcase value and validate alignment.

- Recap: confirm what you will be showing and why

Deeply understand pain points, goals, success criteria.

Schedule & Prepare.

- **Build a personalized demo that is based on your client discovery.**

- **Have pre-set breaks and pauses.**

- **Prepare questions after each topic to confirm you are on track.**

- **Map out the demo to leave sufficient time for Q&A, next steps.**

> **Develop a defined game plan based on client needs.**

Execute.

- **Do a full run through in advance to remove any bugs.**

- **If done remotely, make sure meeting links are shared and tested.**

- **Join early, be ready to start on time with no issues.**

- **Bring high energy, pause to ask questions, unexpectedly delight.**

- **Validate all key requirements were met, lock in next steps.**

> **Deliver high impact, interactive demo.**

The killer demo blueprint: <u>P.A.U.S.E.</u>
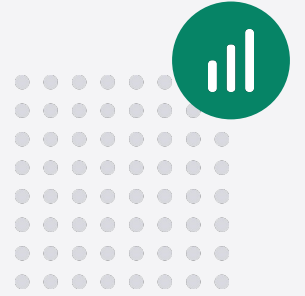
1) **Pause.** *Close the laptop. Don't start with the demo.*

2) **Ask.** Ask questions to uncover their current state, challenges and goals.

3) **Understand.** *Develop a deep understanding of their pain points, goals, and success criteria.*

4) **Schedule & Prepare.** *Step away and plan the demo using the new information.*

5) **Execute.** *Link careful preparation with a seamless, interactive demo.*