



You're busy. We get it. That's why we've organized the product demo process so you can crush your product demos!

Qualifying product demo attendees

There's qualifying—and then there's qualifying for a demo. Here's what you should be asking:

- ☐ Why is the prospect interested in your solution?
- ☐ Which objectives or problems do they hope your product will help them achieve or solve?
- ☐ How are they currently trying to achieve this?
- ☐ What do they like and dislike most about their current approach? What do they want improved?
- ☐ Have they used a similar product in the past (or are they currently)?
- ☐ What other products are they evaluating?
- ☐ Who are the stakeholders involved in the deal?
- ☐ How are they evaluating your solution, which KPIs do they want your product to push?

Schedule a product demo

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- ☐ Be able to verbalize how attending the demo will benefit the prospect.
- ☐ Sell the demo by bringing up the objectives the prospect wants to achieve.
- ☐ Immediately schedule the demo while you're on the phone with the prospect and invite decision makers.
- ☐ Send a calendar invite right after the call (plus a reminder a day before the demo).

Prepare for giving the demo

What three things can you do to make the most of your time before the demo?

Prepare, prepare, and if you're still not sure, prepare some more.

- ☐ Know how your presentation software works.
- ☐ Invest in a good headset.
- ☐ Experiment with different ways of presenting your software to see what most excites prospects.
- ☐ Avoid generic placeholder data when demoing; use the kind of data your prospect would be using.
- ☐ Make a good impression by having your tools ready beforehand.

- ☐ Open (and minimize) app windows you'll show your audience before the demo starts.
- ☐ Turn off chat notifications and any other apps that could unexpectedly pop up on the screen.
- ☐ Minimize visual clutter on your screen.
- ☐ Open an empty text file where you can jot down questions or notes during the demo.
- ☐ Record yourself. Learn what does, and does not, work well.
- ☐ Have an agenda. What are the top three things you want your audience to remember?

What to do during the demo

You put in the work and now, it's me to make magic happen. Make the most out of this opportunity by customizing your product demo to your prospect's desired results.

- ☐ Go from macro to micro: give the prospect the big picture and go into details later.
- ☐ Demonstrate value, not features. Put the info you gained from qualifying to good use.
- ☐ Begin with a bang! Start with a killer feature of your product that meets your prospect's needs.

- ☐ Speak their language by using certain words or phrases of theirs (but don't overdo it).
- ☐ Handle your mouse like a pro. No jerky movements allowed.
- ☐ Never interrupt your prospect while they're speaking.
- ☐ Use prospect's questions as a way to learn more about their needs.
- ☐ Make sure you have prospect's attention before you say anything truly important.
- ☐ Use product glitches as an opportunity to show prospects your company's troubleshooting process.
- ☐ Begin and end demos on time.
- ☐ Demo for a maximum of 15 minutes.
- ☐ Use the time waiting for a page or app to load by speaking or asking questions.
- ☐ End by asking for the sale.