



Demos that Dazzle

or how not to put your your prospects to
sleep!

What Makes a Good Presentation for the Prospect?

- It meets the prospect's expectations
- It's interactive
- It demonstrates the functionality needed to solve the prospect's issues
- It teaches them something they didn't know
- It answers questions they didn't know they had
- It's customized to the prospect



Pre-Presentation Planning

What should you know before you go?

- Name, title, amount of influence, personalities of all participants, and if they are friend or foe
- Who the competitors are
- The pain your product solves
- Their buying criteria in priority order



Pre-Presentation Planning cont.....

Research you should do on your own

- Look up each participant on LinkedIn- I print each profile off
 - How long have they worked there?
 - Where else have they worked?
 - Do you have common connections?
- Go to their website
 - News/Press Releases
- Basic google search



Targeting the Agenda for the Presentation

Agenda Items:

- Introductions- their team and your team
- Confirmation of original discovery
- What's changed since the last contact NISC had with them?
- Question you have that are important to you and how you will structure the demo
- The areas you'll cover in order- Approval from the group
- Rules of engagement during the demo
 - Questions along the way or held until the end



Validating and Updating Information Previously Provided (Re-discovery)

- It's my understanding that.....
- Can you share a couple of examples in which how you're currently doing X today didn't/can't/should work this way?
- “It appears you're a pretty educated group...what areas should I spend the most time on.”/ “It appears you're in the early stages of educating yourself. I'll make sure to help increase your understanding of X today.”

Engaging your Audience and Ensuring interactivity

- Make a personal connection
- Look for glazing over/deer in the headlights/silent “signals” b/t 2 people.
- Tell a Story
- A picture tells a thousand words
- Use humor
- Create slides/graphics to break up the live demo
- Ask questions - rhetorical
- Be Authentic/Human



Using Use Cases to Tell a Story

- How to pick a use case
- Why they're helpful
- When to insert the use case into the presentation



Objection Handling

- Common Objections you're hearing
- We handle objections by asking questions (not trying to talk our way out of them)
 - Interesting question tell me what prompted you to ask that?
 - Tell me more
 - Are you asking because.....



Identifying and responding to non-verbal clues

- What are Non-Verbal (and subtle verbal) clues
- Step 1- DON'T IGNORE THEM
- Who should address them- You or the Sales Manager?
- How to address them



How to Team Sell

- Know your Role
- Make sure you have a game plan
- Safety in numbers
- Accountability Coach - help you to stay on the path



Q&A and Homework

- What's fuzzy?
- What will be hard?
- What will go from Good to Great?
- Homework

