

# PRODUCT DEMO SUCCESS CHECKLIST

From the book "Create and Deliver a Killer Product Demo"

## KEY ELEMENTS OF YOUR DEMO

- ☐ What is the main message you want to convey with this particular demo?

### PRE-DEMO

- ☐ **Written introduction.** Build credibility by telling why you are the right person to present the demo
- ☐ **One-phrase context.** Explain the context by giving some hints of the coming demo

### DEMO

- ☐ **Script.** Have you written a step-by-step script?
- ☐ **WOW moment.** An unforgettable moment in the demo that shows some of your product's best features in an impressive way

### WRAP-UP

- ☐ **Reiterate the message.** One phrase to tell your audience what you have just showed them.
- ☐ **Call-to-action.** Tell your audience what you want them to do next (pre-order, buy) and how

## PREPARATION

- ☐ Do you know your audience?
- ☐ Slides ready (if you need them)
- ☐ Are you prepared for a Q&A session? Bring your main device (e.g. laptop, tablet, phone)
- ☐ Installed latest stable version of the software
- ☐ Have you rehearsed your demo at least 10 times?
- ☐ You've got good answers to possible objections
- ☐ Prepared all accessories and props
- ☐ Sample data is ready

## HOW TO AVOID COMMON GLITCHES

### BEFORE YOU ARRIVE AT THE VENUE

- ☐ Have backup of all devices
- ☐ Have backup of Internet connection
- ☐ Write down list of known issues
- ☐ Minimize the number of steps of your demo
- ☐ If you travel abroad, check compatibility (AC plugs, websites restrictions, etc.)

### WHEN YOU ARRIVE

- ☐ Test the whole demo setup at least once, if possible
- ☐ Disable applications that show notifications
- ☐ Turn off your phone, unless you will use it for the demo
- ☐ Disable all alarms