



DESIGNING THE PERFECT DEMO AGENDA

The best demos require planning. This framework will walk you through how to create a demo agenda that will consistently lead to engaging demonstrations that will increase your win rate.

Step One: Visualize how your buyer would use the solution

WHY IT MATTERS

Not many people walk into a store, see something they think looks interesting, and think, “Wow, that looks cool. I have no idea how I will use it, but I’ll buy it anyway and figure out how to use it later.” Even when a concept is understood, people want to experience something in their environment to de-risk a purchase, like test-driving a car.

Professionals behave similarly: they won’t purchase a solution they can’t envision in their environment. A strong high-level overview gets a buyer to agree to a demo. Knowing how they’d use your product to solve their problems brings a buyer to sign a contract.

HOW TO APPLY

If you had your prospect’s job, how would you use your solution? Write out a comprehensive list of the critical functionality you would leverage in their role.

This list is your demo agenda rough draft.

Step Two: Prove that your solution will be valuable for your primary contact(s)

WHY IT MATTERS

Individuals evaluating your solution have full-time jobs outside of evaluating new vendors. Every hour spent with you and internally advocating for your solution is time away from influencing metrics that impact their core responsibilities. If the value you articulate does not motivate your buyer by clearly mapping to a personal priority, your deal will stall as they prioritize their core job over evaluating your product.

HOW TO APPLY

Review your demo agenda rough draft. Highlight the functionality that will be most impactful for your **primary contact(s)**.

Step Three: Prove your solution will be valuable to your buyer's company

WHY IT MATTERS

Your champion's biggest problem is rarely their boss's biggest problem. It's seldom the company's biggest problem. Armed with only the value your solution brings them, a motivated buyer will often hear executives say, "this isn't a priority for the business right now - let's revisit in a few months."

HOW TO APPLY

Review your demo agenda rough draft. Highlight the functionality that will be most impactful for the **company** evaluating your solution.

Step Four: Focus on differentiators



WHY IT MATTERS

Your company's solution looks mostly like your competitors' products to external evaluators. That means your prospect is sitting through several demonstrations that all look the same. The differentiation your engineering team has worked hard to build doesn't matter if your prospect doesn't understand 1) why it's different or 2) why it matters.

HOW TO APPLY

Review the highlighted sections of your demo agenda rough draft. Isolate the features that are differentiated from your competition.

Step Five: Finalize the demo agenda

WHY IT MATTERS

An effective demonstration needs to follow a logical/cohesive flow for your buyer to understand how they would use your product.

HOW TO APPLY

100% of your demo should impact either the individual(s) evaluating or their company. Remove all functionality from your demo agenda rough draft that wasn't highlighted in Steps Two and Three.

80% of your demo should be spent on differentiated features. Finalize your revised demo agenda, ensuring that the flow will lead to ~80% of the time focused on the isolated features from Step Four.

Note: In this step you may remove basic features from your demo agenda that your buyer requires. Ensure they are aware you offer that functionality by covering either verbally or in your slide overview. Regardless, you should always ask "is there any required functionality you have not seen from us?" as you conclude your demonstrations.

Step Six: Build emotion through story-telling

WHY IT MATTERS

Your prospects will remember very little from your demonstration. To consistently win, you need them to remember:

- Why they *personally* win with your solution
- Why their *company* wins with your solution
- How you are *different* from the competition and *why it matters*

The best way to help them remember those points is to deliver them emotionally via a story.

HOW TO APPLY

Identify a minimum of one feature identified from steps two through four (one per step). Find a customer story that you can share when showing each of those features to evoke an emotional response and increase the probability that your prospect(s) remember those key points when deciding between your solution and your competitors.



THAT'S IT!

You are ready to deliver a demo that:

- Clearly ties to personal and business positive outcomes
- Looks different than the competition
- Drives an emotional response that your buyer will remember long after they forget individual features shown

Happy demoing!

