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EBOOK

FROM THE CEO OF PCLUB.IO AND FORMER DIRECTOR OF SALES AT GONG

THE UNDERGROUND SAAS DEMO SCRIPTS

7 Proven Scripts and Talk Tracks to
Run SaaS Demos That Sell Like Crazy.

CHRIS ORLOB

 pclub.io



Hey Sales Pro!

You may be skeptical...

Are there really “demos scripts” you can use to move SaaS deals over the finish line?

In a word, **YES!**

Demos are the center of your sales cycle. In fact, they’re a turning point ... either for good or bad. Think of them as the hinge that swings a door open or slams it shut on your deal.

Here’s what I mean:

Before and during the demo, you get to shape your customer’s perception of your solution. Once you wrap your demo, *that’s it*. Your customer locks in their understanding of what you do and whether your solution can solve their problems.

You have to get your demos right. And I mean *absolutely nail them*.

Demos set the trajectory for your entire deal.

And you can control that trajectory *if* you use the right demo scripts.

In this guide, you’ll find the demo scripts I uncovered and polished throughout my career. They’re how I moved Gong from \$200k in revenue to \$200M, landed myself a seven-figure income, and launched pclub.io as a multi-million-dollar company before its first anniversary.

But I’ll tell you this: **It wasn’t easy getting here.**

For a long time, success eluded me.

When I started out as an Account Executive (AE), I had inconsistent numbers. One quarter, I’d be at 150% of quota (and over the moon), then I’d drop to 70% the next quarter. For a man with a young family and bills to pay, deferred commission checks were crushing.

I worked 65+ hours a week and somehow wasn’t at the top of the leaderboard. My life as an AE went on that way for more than a year. Until a mentor pointed out that even though I knew more tactics than I could shake a stick at, I didn’t know when to use them. **I had no system.** No plan.

Have you been there too?

Finding the right “system” became my singular goal in life. I was determined to find a **repeatable selling system I could use to rise to the top — and stay there.**

I consumed sales books *voraciously* — reading more than 500 of them — and I kept a diary of each demo call I ran. I debriefed every single one!

Gone were my days of accumulating tactics. Now I was looking for *patterns*.

Needless to say, a MASSIVE amount of time and effort went into the demo scripts in this guide. But it was all worth it.

Because things are different today.

Very different.

I’m happy to share that I eventually **cracked the code**. It all “clicked” into place. I found the consistent, repeatable sales success I had craved for *years*.

The sales demo techniques I’m going to teach you are the product of years of trial and error. They’re battle-tested on some of the tech sector’s most impressive sales teams.

And frankly, if I hadn’t had painful experiences in my early days, I wouldn’t have needed to do the work to uncover these demo scripts.

But I did.

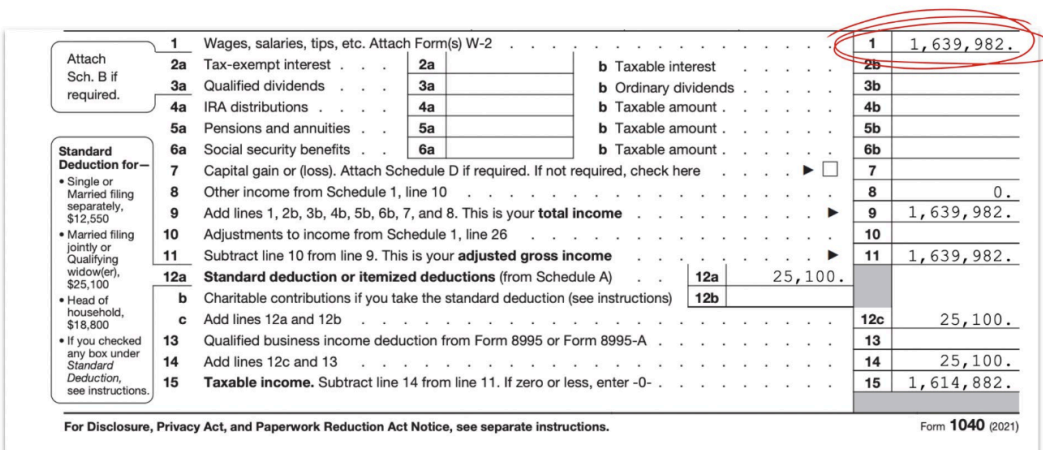
You’re about to uncover them, too, and I can’t wait to see what they do for your career (and income)!

It’s entirely possible you could shave five years of trial and error off your sales career just by reading this guide. It took me more than that to nail down this system. Plus a lot of study, analysis, and test runs to combine these scripts into the **repeatable closing motion system you’re reading right now.**

This is the system I used at Gong as I contributed to that company’s hyper growth. I joined Gong when it brought in less than \$200,000 in ARR (\$178,000 to be exact). When I left five years later, we were doing well over \$200,000,000 in annual revenue.

I had also fulfilled a lifelong dream of earning over one million dollars a year.

This is what happened when I “cracked the code” and moved from “random acts of tactics” to on a repeatable system.



1	Wages, salaries, tips, etc. Attach Form(s) W-2	1	1,639,982.
2a	Tax-exempt interest	2a	
3a	Qualified dividends	3a	
4a	IRA distributions	4a	
5a	Pensions and annuities	5a	
6a	Social security benefits	6a	
7	Capital gain or (loss). Attach Schedule D if required. If not required, check here	7	
8	Other income from Schedule 1, line 10	8	0.
9	Add lines 1, 2b, 3b, 4b, 5b, 6b, 7, and 8. This is your total income	9	1,639,982.
10	Adjustments to income from Schedule 1, line 26	10	
11	Subtract line 10 from line 9. This is your adjusted gross income	11	1,639,982.
12a	Standard deduction or itemized deductions (from Schedule A)	12a	25,100.
12b	Charitable contributions if you take the standard deduction (see instructions)	12b	
12c	Add lines 12a and 12b	12c	25,100.
13	Qualified business income deduction from Form 8995 or Form 8995-A	13	
14	Add lines 12c and 13	14	25,100.
15	Taxable income. Subtract line 14 from line 11. If zero or less, enter -0-	15	1,614,882.

For Disclosure, Privacy Act, and Paperwork Reduction Act Notice, see separate instructions. Form 1040 (2021)

My personal W2 / annual income

But I didn't stop there. (When you grow, your goalposts do too.)

I continued to perfect this selling system until it was ready to share with others. I wanted to help *everyone* get to the top of their field and lock in incredible sales careers!

The scripts in this guide are what I used to train my 30-person sales organization at Gong. They're how we became the #1 sales segment in the company and created a **record-breaking number of President's Club winners**.

This is me with a few members of my President's Club in Punta Mita, Mexico in my last year with Gong:



Again, my journey didn't stop there.

I wanted to be sure this closing motion system worked for everyone in SaaS or B2B tech sales. Not just me. Not just my reps at Gong.

Everyone.

So I took these scripts and started teaching them in different SaaS markets. I taught people who sold HR tech, martech, fintech, DevOps tools, cyber security, and more.

After more trial, error, and refinement, **I had finally created a repeatable closing motion method that just about anyone selling SaaS to businesses could use to win.** Over and over.

While I can't teach you the FULL SYSTEM in this short guide, these demo scripts give you a simple set of techniques that are easy to use in everyday deals and conversations with buyers.

=> **IMPORTANT:** As amazing as these scripts are, they're still just tools. Like any tool, **they require practice** to get the best results. They're in this guide so you can learn them, adapt them, and incorporate them into your own selling style.

That said, it would be even more rewarding if you knew how to put these scripts into action in a **full closing motion system.** That's where you'd see *real* examples of how the world's top SaaS sellers use these scripts to **generate massive success and income.**

Here's how you do exactly that:

=> **If you're reading this guide**, you have a unique opportunity to join almost 10,000 other SaaS salespeople in [SaaS Discovery Masterclass](#) – which you'll see is normally \$297 – for only \$99 per month, and you can cancel at any time. You'll get instant Access to [SaaS Discovery Masterclass](#) ... **and you'll also get *FREE ACCESS* to every single pclub.io online course while you're a subscriber.** (Each course normally sells for around \$297 a piece and the topics range from cold emailing, to multi-threading, to selling to power, to creating deal-closing business cases, and more).

[SaaS Discovery Masterclass](#) is where I teach the **full repeatable selling system** you can use to uncover the business pain that MONEY follows, create urgency from “thin air,” and close more deals (in any economy).

I want you to join us.

This is one of the world's most popular SaaS sales courses. That's because it's like no other. Instead of paying \$297, you can click here to get it for \$99 per month along with free access to every pclub.io course:

[=> Claim SaaS Discovery Masterclass \(And 20+ Online Courses For FREE\) For \\$99/Month By Clicking Here.](#)

If you're not ready, that's ok.

For those who are, let's dive into the 10 scripts that will send your career into overdrive.

Use them to **10x the quality of your sales demos** and more than double their success rate. They'll help you **close deals faster** (with less slippage) and reach the heights of sales success you've craved. The wait is over.



Chris Orlob

Seven Underground Sales Demo Scripts

First, I'll give you the "overview" of these seven scripts. Then we'll dive into each one in life-threatening detail.

We'll cover these 7 scripts in the order in which you'll use them in a real demo:

- **Script #1:** *Use Sales Demos to Catalyze a Decision*
- **Script #2:** *Deal-closing sales demos need deal-closing discovery*
- **Script #3:** *How to structure sales demo calls (in 6 steps)*
- **Script #4:** *The \$100M sales demo feature framework: F.A.V.O.R.I.T.E.*
- **Script #5:** *How to run "mini-sales-demos" or "demo-discovery"*
- **Script #6:** *How to run sales demos for senior executives*
- **Script #7:** *Turn yourself or your sales team into top earners*

Ready?

Let's do this!

Script #1

Use Sales Demos to Catalyze a Decision

Too many sellers think the point of a sales demo is to inform or “educate” their buyers about their product.

It's NOT.

The *real* purpose of a sales demo is to “catalyze” or trigger a decision.

I don't mean getting the buyer to decide whether to make a purchase. That comes later. I mean guiding them through a series of mini-decisions that *eventually* lead to a purchasing decision. That's what the buying process is really about — moving through a bunch of **smaller decisions that lead to a BIG decision.**

Before you can do this effectively, you have to understand the difference between running a “product demo” and a “sales demo.” That's because you want to run a sales demo, NOT a product demo.

The Product Demo Approach

In a product demo, you focus on education — in other words, bringing your buyer up to speed. You talk about your product's capabilities, highlighting the most “valuable” parts, and showcasing differentiators. This demo is all about *value*, and you'll emphasize the “art of the possible.”

The Sales Demo Approach

In a sales demo, you define the next decision that will move the process forward, then **focus solely on getting a positive decision**. The decision might be deciding to introduce you to a key stakeholder (i.e., “power”), or to kick off a pilot.

Whatever it is, showcase your product in a way that influences that decision, **nothing more**. (That last sentence is really important.)

Remember, the purpose of a demo is to catalyze a decision, not to inform or educate.

Flip your sales demo upside down

Great journalists know this one: **Don't bury the lede!** (Weird spelling, right?) It means “Don't hide the main point of your story.”

Sales demos can benefit from the same principle: Grab your audience's attention right away and *then* cover the details as needed.

Many SaaS sellers build up to a “grand finale” at the end of their demo. But that's the wrong approach. Here's a question that will help you avoid that mistake:

Is there a mind-blowing moment within the first five minutes of your demo? If not, you're probably burying the lede, and you need to flip your demo model on its head!

Create a mic-drop moment that **wows your customer at the beginning** of your sales demo.

Here's how:

During the discovery call, you uncovered your prospect's challenges. Instead of starting with the smaller issues and working your way up to the big one, **address their BIGGEST issue FIRST** to create a captivating opening.

If you knock the buyer's socks off, they'll hang on your every word for the rest of the demo. They'll want to learn more!

Remember that an executive's time is *very* valuable. Show them why they should spend it in this meeting by making a great first impression.

(Plus, by solving their main problem right at the beginning, you double your odds of winning.)

SaaS Example:

Suppose you're a land developer presenting to an important politician. Instead of laying out the potential community's growth stages one by one, start with a big opening reveal: Show them a *spectacular* vision of the community you want to build.

Amaze your buyer at the beginning, then spend the rest of the demo validating the value you've already established. If you save the grand reveal for the end, your buyer will spend the entire demo searching for value, which is a poor use of their time.

3. Solve exactly

Buyers should leave your demo thinking, "This is *exactly* what we need. It addresses all our pain points; **no more, no less.**"

Now, here's a counterintuitive principle: Resist the urge to show your buyer all the *amazing* features in your product.

Why? Because this approach can backfire.

Anyone can watch a demo and look fascinated, but that's not a "real" **buying signal**.

"Real buyers" are focused on solving their specific problem. They don't care about anything else. When you show them a bunch of things they don't need, they get the impression of a poor fit, even if parts are a *perfect* fit.

That's why it's incredibly important that you uncover their problems and pain points during discovery. If you didn't do that, learn to conduct better discovery or run a mini-discovery session during your demo to uncover their main pain point. Whatever you do, don't demo your product before you understand the prospect's needs.

Here's why over-sharing backfires:

1. It distracts your buyer from making clear and fast decisions.
2. It complicates the decision-making process.
3. It creates objections and confusion.

Instead, introduce value mapping into your sales demos.

What's value mapping? Glad you asked...

Intro to Value Mapping

Value mapping means “mapping” (or matching) your product's capabilities to the buyer's pain points. It also involves explaining *how* your product solves those pain points using value-oriented language. In other words, it's about aligning your solution with the root causes of the buyer's business problems.

SaaS Example:

Imagine you're selling Gong to a sales leader. In value mapping, you'd outline their problems and identify the root causes of those problems ... then map Gong's capabilities to the root causes and create value statements that describe those capabilities.

You'd use the value statements as your intro and outro for each part of the demo, as they emphasize the value your solution provides.

Remember, **it's okay to leave critical parts of your product out of the demo** if they don't apply to your buyer. Including them can dilute your message, confuse their decision making, and even create objections that aren't relevant.

Focus on giving the buyer *exactly* what they need to make their **next decision**.
Don't add complexity where it's not needed!

4. Sell pain relief

Did you know that people are **twice as motivated to spend money to address a pain as a new gain?**

I'll give you an example to make that clear...

Real-World Example:

Imagine you're a wealth advisor with a client who has \$10 million invested. It's 5 AM, and the global stock markets were volatile overnight. You call your client and say, "If we act *right now*, you can earn \$50,000. Are you in?"

Chances are, your client will ask why you're bothering them with a 5 AM call. It's not a captivating question for someone who already has \$10 million.

Now, picture a different scenario. You call the same person and say, "I'm sorry to call at 5 AM, but you're about to lose \$50,000. If we act now, we can prevent that from happening. Are you in?"

This time, they thank you and agree to take action.

But why? The difference lies in *loss aversion*.

I'll say it again: **People are 2x more motivated to prevent a loss than to make a gain.**

If you can learn to **harness the power of loss aversion** in your sales demos, LOOK OUT! The language of losses and gains is incredibly powerful.

In fact, a Nobel-winning study showed that people would rather "keep \$30 of the \$50 in their hand" than "lose \$20 of the \$50 in their hand." Mathematically, the options are *identical*. The only difference is the framing.

Use this superpower for good in your sales demos! **Help your customers and prospects avoid losses.**

Start by asking yourself this question: *"What loss does your buyer fear that your solution can prevent?"*

Whether it's losing deals, leads, customers, market share, status, or data, identify their "loss fear" and frame your capability value statements accordingly.

Practice turning your "regular" value statements into "loss-based" value statements. In your demos, **highlight what the buyer might lose.**

Between pain relief messaging and loss aversion, you'll connect with your buyers' fears and position your solution as key to preventing losses.

Script #2

Deal-closing sales demos need deal-closing discovery

We can't go further on ***sales demos that sell*** until we talk about the parts of discovery that lead to a good demo.

In this guide, we're not working to make you a rockstar at *discovery*. You're here for *great demo calls*. But we need to quickly go over the parts of discovery that directly impact **demo calls**.

If you're a student of our [SaaS Discovery Masterclass](#), this framework will look familiar ... it's the five-step framework we teach for highly effective discovery calls. Using just **two sections** of this framework can **DOUBLE** your odds of a successful demo!

Let's start with the root cause.

Everything you need to know about root-cause analysis

Imagine your buyer is struggling with a lack of inbound leads. Your goal is to **identify the root cause of this problem**.

- Is it poor landing page conversion?
- Low traffic?
- SDRs who aren't effectively converting to opportunities?

Once you pinpoint the root cause, you can tailor your solution and map your value statements to that root cause.

Let me share a real-world example...

Real-World Example:

I once had a rep who was selling to an SVP of Enterprise sales.

During the discovery call, the buyer expressed their pain point: They had a long, nine-month sales cycle for closing deals, and they wanted to get it down to six months.

Sadly, our team made a crucial mistake during the demo. We focused on how our product (Gong) could help the VP's team secure next steps and increase deal velocity. We thought we had cleared a path to shorter deal cycles.

We were wrong.

The buyer (rightfully) interrupted us and pointed out that **our solution didn't address the root cause of their problem.**

The REAL issue was that they weren't securing next steps with the right people — decision makers. In other words, *they weren't getting to power.*

We missed the mark and failed to make a strong first impression. If we had understood their *real* root cause, our demo would have been completely different. We would have "flipped the demo upside down" (like you learned to do earlier!) and showcased a solution to their most important problem right out of the gate.

Sales demos require finesse. You have to fully understand the root cause of the buyer's problem *before* you dive into the demo.

One basic question for your buyer can help you understand that root cause. It's this: **"What's your opinion on why that's happening?"**

Asking this question helps buyers open up and share their thoughts so you can gain valuable insights. Use those insights to create a value map for your solution and align it directly with your buyer's perceived root cause.

Align with the desired solution

This is the final step in the framework we teach in the [SaaS Discovery Masterclass](#). It moves you from understanding the buyer's problem and its root causes to **understanding the solution the buyer *thinks* they need**.

Don't make assumptions about that solution!

Don't impose your own ideas on the buyer!

Instead, learn what *they believe* a solution might look like, and use your demo to directly address those needs, hopes, and desires.

This approach makes it *so much easier to win*.

Here's the psychological effect at play: If you can get the buyer to verbalize their desired solution, they will "take ownership" of it.

I'll explain...

This technique is widely used by sales managers. Let's say, for example, that a sales rep admits to having a hard time handling objections. If they work with their manager *together* on a development plan, the results will be 10x more effective

than the manager simply telling the rep what to do. The rep “takes ownership” over the solution because they have a hand in designing it.

Put this psychological effect to good use and you can achieve **unimaginable success**.

Here's the flow you'll use during the discovery phase:

1. Summarize the problem's impact.
2. Open the floodgates. Use a question that invites the buyer to discuss their potential solution. (This empowers them.)
3. Ask targeted questions that align with your product's capabilities.

SaaS Example:

Let's imagine again that you're selling Gong. After the buyer tells you what they think a great solution would look like, you get to show them how Gong aligns with their description.

Your demo becomes incredibly powerful here because it resonates with their words. They'll take ownership over that perspective because *they said it*. This creates a strong attachment to your solution and increases the likelihood of winning the deal.

Remember during the discovery phase to uncover what the buyer *believes* a great solution would look like. Then, when you align your demo with their words, you speak directly to their needs and increase your chances of success.

Script #3

How to structure sales demo calls (in 6 steps)

There's a **macro** and a **micro** structure to sales demo calls that sell.

The **macro** structure includes the whole demo call, start to finish. That's what we'll talk about in this chapter. (We'll get to the **microstructure** in the next chapter.)

For now, let's dig into a framework that suits most early-stage sales demos: **the S.A.F.E.T.Y. framework**. It will help you win the demo *if* you follow each step to the letter.

Start with pre-call planning.

This first section is hefty, but if you get it right, the rest of the S.A.F.E.T.Y. framework is smooth sailing.

In "Start with pre-call planning," you'll get clear on your demo's objective.

Remember the first principle we discussed earlier: *Catalyzing a decision*. That's your only job right now.

Where they are in their journey (early or late stage) determines the type of decision you'll tackle. If it's an early stage demo, they might be deciding whether to run a proof of concept with you. If it's a late-stage demo, you may be trying to

get a decision on vetting a contract with legal. Choose what's right beforehand based on where your buyer is in their journey.

There are nine steps that will move you to the decision you want, and they're summarized in this cheat sheet:

Crush Your Demo

Precall Cheat Sheet



Demo Objective	What do you want your customer to do or decide at the end of the demo? What 'next step' will you recommend and why?
Business Problem	What overarching, quantifiable business problem are you solving for your customer? Frame this up at the beginning to set context.
Perceived root causes	What are your customers' perceived root causes of the business problem? Your product capabilities should map to these as closely as possible.
Product Capabilities	What product capabilities will you show, based on your customer's perceived root cause? What order will you show them, and why?
"Don't show" list	What parts of your product should you intentionally leave out of the demo completely because they're irrelevant to your customer?
Customer Stories	What short customer stories can you layer on after demoing specific features and use cases?
Your Questions	What questions can you ask throughout the demo to build pain and maintain engagement?
Customer beliefs	What do you need to get your customer to believe to agree to the objective, next step, or decision you're proposing at the end of the demo?
Anticipated Customer Questions	What questions is the customer likely to ask, and how will you respond?



Impactful sales demos coming up!

Align on the decision

Let's dive into your live call. It's important to "align on the decision" with your buyer. A call typically starts with small talk before moving into the up-front contract or its equivalent.

During an up-front contract, you align on the purpose of the call by filling in this sentence:

"The purpose of this demo is to _____."

Let's look at some real-world examples of what you might say:

Example 1: If you're meeting with someone who lacks decision-making power, and you want to reach their CMO, you could say:

"The purpose of this demo is to get you SO fired up about what we do that you're willing to sponsor a meeting with your CMO."

Example 2: If your buyer doesn't think a proof of concept could happen for *months*, you might say:

"The purpose of this demo is to decide whether what we do solves [PROBLEM] in a compelling enough way to justify a formal proof of concept."

End these statements with the question: **"Is that fair?"** or **"Does that feel like a fair objective?"** That makes it difficult for the buyer to disagree. And if they do

find it unfair, they'll explain why, which gives you an opportunity to align before the call *really* begins.

Keep in mind that if the buyer's only intention is to "find out what you do" or "just see the demo already," they may not be a qualified buyer. On the other hand, if you come to an agreement at the beginning of the call and they back out of it when the demo ends, it's important to call them on it.

You can say this:

"At the beginning of this meeting, we agreed on _____. It sounds like I fell short. Where did I miss the mark?"

When you align on the decision and set clear expectations up front, you create a solid foundation for your demo. If you miss the mark, it's valuable feedback that helps you take appropriate action (*and* do better next time).

You're on your way to a successful outcome!

Frame the problem

This is a powerful technique that significantly increases your chance of success.

When you frame the problem effectively, your solution's capabilities resonate more easily with the buyer. Without that framing, you'll have *a solution in search of a problem*. **That's a big NO-NO.**

Even if you've conducted a discovery session with the buyer, it's crucial to **frame the problem *again* during the demo.**

Remember: If the buyer spends the demo wondering what problem your product solves, they'll be distracted and won't fully appreciate the value you provide.

There are three ways to frame the problem:

1. **The "What we've heard" slide:** Summarize the key points you heard during your discovery call.
2. **On-the-fly summary:** There's no prepared slide here. You fill this text in on the fly:

Let me see if I understand you:

- [Summarize the business problem]
- [Summarize the negative impact]
- [Summarize the perceived root causes]
- [Summarize the desired solution]

This is commonly used in discovery-demo combo calls. When you reach approximately the halfway point, you can use this slide to validate what you've heard so far and make the buyer feel heard. (That puts wind in your sails!)

3. **Educational pain narrative:** Don't summarize the buyer's pain. Instead, teach them about the pain you're going to solve. This approach is useful when 1) you don't have the opportunity to conduct a thorough discovery or 2) the buyer undervalues or underappreciates the weight of the problem

they have. Consider combining this approach with the first or second one. That will help you align on the problem and expand the buyer's perspective.

Establish the Big Picture

After you frame the problem, establish the “BIG picture” of your solution before diving into the demo.

Without establishing the big picture, your buyer may become confused or disengaged.

To transition from framing the problem to the demo, use a script like this:

"Let me talk you through how we solve this challenge, and then I'll show you exactly how it works."

Make sure you have a really short explanation of what you do and how it works — *60 seconds max*. Your explanation should show them how your solution addresses the framed problem. Share *just enough* information to make the demo coherent and understandable.

And finally, highlight two or three value pillars that your solution helps buyers achieve. These value pillars should be tied to important business metrics, such as pipeline influence, improved reps' skills, accelerated hiring, or freeing up managers' time. When you end with these value pillars, you create anticipation and eagerness.

Take them on a journey

Let's dive into the final section of your sales demo: the “yield and pivot.”

This is when you stop the demo on a high note, engage in a discussion, understand the buyer's decision-making process, and make a firm recommendation about next steps.

Save 8-10 minutes at the end of your demo for this important work!

(We'll get into this one in MUCH more detail in the next chapter...)

Yield and pivot

You're at the end of your demo! If everything has gone according to plan, you should be having *great* conversations.

Here's how you wrap your demo on a high note, step by step:

- **Yield:** You're about to YIELD your demo to a back-and-forth conversation. To get there, end your demo on the early side. If things are going well, you'll want to keep going. *Don't*. Instead, give your buyer a 30-60 second summary that does three things:
 - Recaps the problem and its causes
 - Recaps your product's top three capabilities
 - Recaps the desired outcome and social proof

- **Pivot:** Now you're ready to transition to an energetic discussion using this "magic" question: *"What excited you the most about what we covered today?"*

When your buyer shares their excitement, keep the conversation going by asking follow-up questions. Peel back their layers of interest and understand why certain aspects of your solution intrigued them or took priority. Here are some great questions to get you started:

CHEAT SHEET



14 Questions to Ask During Your SaaS Demo to Increase Engagement

1

How are you doing [x workflow] today?

Before you demo a workflow, ask how they're doing it today — the contrast will make your demo resonate.

2

What challenge are you experiencing in [x specific problem area]?

The best way to show a solution is to first frame it in terms of the challenge it solves.

3

How does that compare to what you're doing now?

After you show a capability, try asking this — it puts your customer in a mental contrast.

4

To what extent do you envision that being useful in your situation?

Great non-cheesy way to get them envisioning your product's benefits.

5

How do you see your team using that?

Another great way to create a positive mental image in your buyer's mind.

6

To what degree is this resonating so far?

Far better than asking 'does that make sense?'

7

To what extent do you see that solving [x problem they shared earlier]?

This puts a 'cap' on problem + solution. Give it a try.

8

What's going through your head?

Try asking this after a long pause where the customer seems like their imagination is running.

9

What benefits do you see showing up in your world as a result of what I just showed you?

Easy way to get them voicing the benefits without it seeming like you're trying to do that.

10

What part of this is resonating and what part isn't clicking quite yet?

Try asking that instead of "do you have any questions?"

11

Where do you want to double click with a few questions?

Another great alternative to "do you have any questions?"

12

It seems like that resonated. What challenge are you experiencing that's making that resonate?

Ask this whenever you've hit a 'hot button.'

13

It seems like what I just showed you didn't resonate. Where am I missing the mark?

Get them talking if you sense you're off track.

14

[End of the demo] What excited you most about what you saw today?

By far the best way to end an engaging demo.



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You've just about wrapped your demo!



One of your final tasks is to clarify the buying process and agree on next steps. Whatever you do ...**don't leave your deal to chance at this point!** If you aren't clear about next steps, it doesn't matter how great your demo was. The entire thing can go sideways.

To prevent that from happening, ask these three questions — *in this exact order* — to learn the best path forward:

1. "What are your thoughts on what we've discussed so far?"
2. "Who else needs to be involved in this decision-making process?"
3. "What are the next steps from here?"

Their answers will give you valuable information on how to proceed.

Now it's time for *you* to make a recommendation that will take things forward...

Use the following phrase: "**Based on what you've told me, here's what I recommend as the logical next step.**" This phrase positions you as a trusted advisor.

Memorize it!

Remember, selling is an act of *leadership*. That's why it's best to make a confident recommendation about what should happen next. Strike a balance between being assertive and flexible.

Great salespeople know what should happen next and who should be involved. Embrace this leadership role and guide your buyer toward the next phase of the sales process.

Script # 4

The \$100M sales demo feature framework: F.A.V.O.R.I.T.E.

Finally! You're ready to learn about **micro demo structures**.

Remember the "Take them on a journey" section we skimmed in the last chapter? We're diving into it now. You're going to learn to run software demos feature-by-feature using the "F.A.V.O.R.I.T.E" framework.

It's the exact framework I created for my sales team at Gong. That's right, the one they used to close \$100M in deals! The F.A.V.O.R.I.T.E. framework comes in ... you guessed it ... eight parts. It may seem like a lot of information, but in real life — during your demo — each section should last **mere seconds**.

You read that right: *seconds*.

In fact, you'll apply the whole thing from start to finish several times throughout your demo. We're only breaking it into smaller details so you understand the "ins" and "outs" of each step.

Off we go...

F: Frame the pain

This step is a breeze.

Before you demo each new product feature or functionality, take 10-20 seconds to frame the pain point or root cause it solves.

Remember that in the previous chapter, you learned how to frame the problem your solution solves. It's time to do that on a micro scale for each feature you showcase.

While you do that, keep this saying in mind: "**A solution without a problem doesn't resonate.**" In other words, showing off a feature won't cut it if you don't remind the buyer about *the problem it solves*.

Use one of the phrases below, or craft your own:

- "Earlier, you said you were struggling with [X]."
- "A lot of sales leaders in your position struggle with [X]."
- "One of the challenges we often hear is [X]."

These pain points should directly align with the root causes your buyer identified in your value map. **Take a moment to revisit your value map. It's worth its weight in gold.** When you remind your buyer of the root cause they mentioned, your solution *immediately* resonates with them.

A: Ask the right question

What does it mean to “ask the right question?”

It means asking a question that resurfaces the pain point your feature solves.

Both framing the problem and asking the right question serve the same purpose:

They **create an opening where your feature can truly shine.**

Here are some fantastic questions to help you tee up the pain and engage your audience:

- *How are you dealing with that today?*
- *How are you dealing with [X] workflow today?*
- [AFTER FRAMING THE PAIN] *To what extent is that a challenge for you?*

Depending on their response, you might find the need to dig deeper and “peel back the onion” a bit. It’s perfectly fine to explore a hot-button issue if you suspect there’s valuable information waiting to be found. But remember to keep it concise, and only spend a couple of minutes on it.

Afterward, circle back to “asking the right question.” Your goal is to maintain focus and keep the demo flowing smoothly.

Now, let’s see how “Frame the pain” and “Ask the right question” come together in a powerful combination. Check out this example:

- FRAME THE PAIN: *“Earlier, you said you were struggling with getting new sellers to master your demo faster, and that you were wasting MQLs on crappy demos...”*
- ASK THE RIGHT QUESTION: *“How are you handling that issue today?”*

- LISTEN TO THEIR RESPONSE.
- RESPOND: *"With Gong, you can log in, search your best reps' demo calls on demand, listen to them, and easily find the top three demos your organization has ever done. You can share those with new reps and they can listen right away. It would probably take you a few months to shadow that many demos and pick out the right lessons without Gong."*

In just a few seconds, you can create a landing pad for your demo that captures attention and resonates with your audience. This step is quick but highly effective in keeping your demo on track and delivering the impact you desire.

Let's keep the momentum going!

V: Visualize the outcome

Why is visualization important? It turns out that **mental images drive behavior**.

When buyers visualize the outcome they want, they are more likely to take actions that move them toward that outcome.

So how can you get your buyers to visualize *value*?

Well first, you have to understand that **value comes from contrast**. It's not just about presenting benefits or resolving pain. True value lies in **the contrast between a pain and a benefit**.

Now, you might be wondering, "How do I get them to visualize value?" Well, here's a trick: Finish one of these sentences with the desired outcome your feature delivers:

- *"Imagine _____."*
- *"What I'm about to show you helps you _____."*
- *With what comes next, you'll be able to _____."*

Pay attention to that blank spot and make sure you use your buyer's language. Focus on describing *the desired outcome* rather than the specific details of how you achieve it.

Think about it this way: When people buy a drill bit, they're not *really* interested in the drill bit. What they truly want is a hole, or even better, a spot to hang a family portrait! So, talk about the hole or the family portrait, not the drill bit.

Here are some real-world examples of how this sounds:

- *"Imagine your new reps mastering your demo in their first three weeks."*
- *"What I'm about to show you helps you maximize revenue from your email list, without ending up in SPAM."*
- *"With what comes next, you'll be able to prevent theft in all locations without having to actively monitor things yourself."*

Now, let's put it all together, just like we discussed:

- *"Earlier, you said you were struggling with getting new sellers to master your demo faster, and that you were wasting MQLs on crappy demos..."*
- *"How are you handling that issue today?"*
- *"Imagine your new reps mastering your demo and closing MQLs within three weeks instead of three months. That's what I'm about to show you."*

When you master this step, you enable your buyers to **visualize value**. They'll be emotionally engaged and "lean forward," even if they don't show it outwardly.

This is where the magic happens!

O: Orient your buyer to the screen

Here's a common mistake that many SaaS sellers make: They get so excited about the demo that **they rush through it without orienting the buyer** and explaining what's on the screen.

And let me tell you, *that's a BIG mistake*.

If the buyer is left wondering, "What the heck am I looking at," that's BAD. Even if you're sharing valuable information, it won't sink in if they're confused about what they see on the screen. **If they're confused, they won't be able to fully grasp the point of your demo**, and they won't be able to say yes to your sales pitch.

In other words: **Confusion is the enemy of successful demos**. That's why you need to take time to *orient your buyer*.

Use this simple sentence to tee up your demo: "Let me orient you to what you're looking at, and then I'll show you how it works." It sets the stage for a clear presentation.

Here's a quick pattern you can follow to orient the buyer:

- "This is _____. It is _____."

- *"Over here on the left, _____."*
- *"And here on the right, _____."*
- *"You with me so far?"*
- *"Great. Here's what you can do with this."*

Remember, the key is to NOT overdo it. While it's fun to explore the product, you want to **keep the focus on value**, and move through this as quickly as possible.

Avoid turning your feature demo into a (lengthy) product tour. Instead, explain what the buyer is looking at, and demonstrate only what's necessary to convey the value of the feature you're showcasing.

That's all there is to it.

Orient your buyer, keep the focus on value, and you'll be on track to an effective demo.

R: Reveal the workflow

This is the heart of an interactive sales demo.

You're using your app live, moving through the click path, exploring automations, and showing the buyer how it delivers value. Amazingly, this is the easy part of the demo! It's the stuff most SaaS sellers are really comfortable with because they know their product inside out.

In fact, it's the part most SaaS sellers already do, without all the other steps we've covered. But **if you add the steps we've talked about to your sales demos, you DOUBLE the effectiveness of this part of the demo.**

In this phase, you're demoing how your end user would navigate this product on a day-to-day basis to get the value you promised.

Be sure to **use "you" language rather than "I" language**. The word "you" helps your buyer create the mental visualizations we said are so important. You want them to *picture themselves using the product*. Make this language a habit!

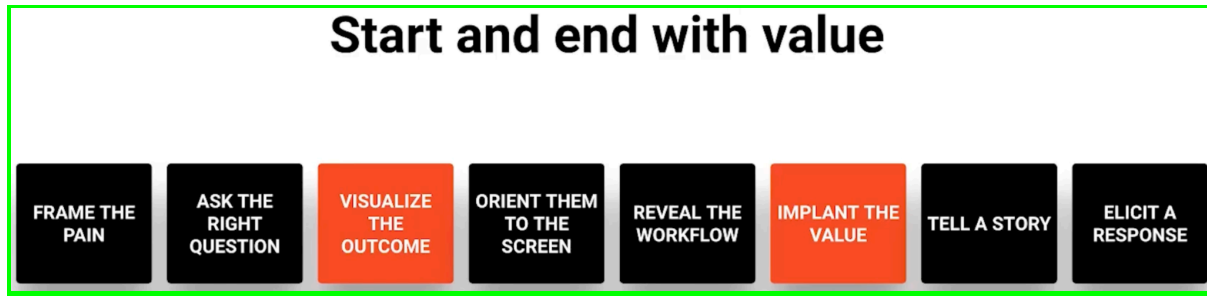
After you orient your buyer to the screen, transition to the rest of the workflow using this sentence: *"Here's what you can do with this."*

Then you can tuck into the workflow by saying things like: *"Now, you can search..."* or *"Now, your people can tag..."* or *"Now, your team members can connect with..."*.

With this approach, you'll reveal the workflow and demonstrate the true power of your product to your buyers. Keep them engaged, let them envision themselves using the product, and watch as your demos become even more impactful.

I: Implement the value

If you think about the F.A.V.O.R.I.T.E. framework as a whole, you'll notice that the demo portion — where you orient them to the screen and describe the workflow — is **sandwiched between value statements** (the orange blocks):



Right before you begin your demo, **make a value statement that helps your buyer visualize the outcome they can achieve.** This sets the stage for the demo.

Once you've completed the demo, **circle back to value again.** Summarize the value of the feature you just showcased in a simple, one-sentence statement. Remember those value statements we discussed earlier? Bring them back into play.

Attach these value statements to the end of your workflow or product demo. People remember the *beginning* and the *end* of presentations the most, so it's important to use those moments to emphasize VALUE.

Your “magic” phrase at this point is: ***“To sum this up, this will help you*** [INSERT VALUE STATEMENT HERE].”

For instance, at Gong, I might have said, ***“To sum this up, this will help you accelerate your new sales reps’ demo skills and stop wasting MQLs.”***

Implanting value is crucial.

If you don't, you leave it up to chance whether your demo resonates with buyers. So remember to **start and end the demo with value.**

Here's the easiest way to wrap your product in value:

- Go back to your value map.
- Craft a closing statement that encapsulates the value of each feature you demo.
- Test them out on live calls.
- Iterate and refine.

With this approach, you'll be golden! Your demos will be *packed* with value and they'll leave a lasting impression on buyers.

T: Tell a story

Let's start with the key to the whole thing: **Don't tell a customer story for every single feature.** It's too formulaic.

Instead, choose two or three key features where you'll tell a quick customer story.

Why bother with customer stories, you ask? Well, let me tell you:

Nobody will remember your click path. But people *will* remember if you wrap it up with a compelling story.

Humans are hard-wired to love stories. They stick with us long after the demo is over. And guess what ... your buyers will start selling internally to their colleagues and other influencers if they have a memorable story to share!

There's ONE format that works best for customer stories: **the "before|after" format**. It creates contrast and is *filled* with value. Be sure to include what life was like BEFORE a feature, and how it improved after the customer started using it.

To structure a *great* before|after story, complete these sentences:

- *"One of our customers used this to ... "*
- *"Before working with us, ..."*
- *"After deploying this, they ..."*
- *"As a result, they..."*

It tells a short, but incredibly effective story.

Think about your top three features (specific to each buyer, of course) and make sure you have a powerful story for each one. If you can include a **business outcome** in each story, even better! It adds an extra punch.

E: Elicit a response

This step is simple, yet crucial. It's about **asking a question that gets the buyer engaged in the conversation**.

Your goal now is to turn your demo into a "dynamic dialogue." As you wrap up your story and reinforce value, try asking one of these thought-provoking questions:

- *"How does that compare to what you're doing now?"*

- “To what extent do you envision that being useful in your situation?”
- “To what extent do you see that solving [X pain point or root cause]?”
- “Curious how you’d describe the value of that in your situation...”

Use these questions *strategically* at the end of your demo to **encourage the buyer to share their thoughts**. It's a powerful way to keep them involved.

Ready to hear something WILD? Together, all the steps in the F.A.V.O.R.I.T.E. framework only take about 60-90 seconds to say during a demo!

But trust me, they are tried and true techniques that will have a lasting — and winning — impact on your demos.

Script # 5

How to run “mini-sales-demos” or “demo-discovery”

Nobody wants to do a sales demo at the first meeting.

But sometimes you *have to*.

When you do, combine the demo and the discovery process. In this chapter, we'll dive into how to handle this scenario effectively.

Up to now, we've focused on running demo calls. They usually happen after discovery and introductory calls. But today, we'll explore what to do when you have to blend discovery and demo into a single "demo-discovery" call.

Here are three reasons this might happen...

High-velocity sales:

If your sales cycles are *lightning* fast — say less than a month — it might be more efficient to combine a discovery and a demo into one call.

High-intent (AKA “difficult”) buyers:

These prospects are already at the bottom of the funnel. They arrived through your website, are actively evaluating competitors, and want to make a decision *pronto*.

Buyers lacking context and vision:

Some buyers are interested in your product but don't *really* understand the problems you solve. Doing a separate discovery session might feel really confusing to them. Having more information up front could help.

Let's talk about why it's beneficial to run a demo-discovery call in these situations.

But wait! First, a word of caution...

Don't approach this type of call as a “demo monkey.” You're here to *win the demo*, not go through the motions. Use the opportunity in front of you to gather the information you need to move the deal forward.

SaaS sellers often hear this phrase: "**Can you just show me the demo?**" It's important to know how to handle this request. Otherwise, you might end up delivering a one-way demo or conducting a disconnected and pointless discovery session.

Your goal is to **engage the buyer in a mutual conversation** so both sides learn new information. But first, you need to determine which category the buyer falls into. That shapes how you proceed.

Buyers who ask for "just the demo" typically fall into **two categories**:

1. They're in **research mode** and are trying to clarify their situation.
2. They're deep into a sales cycle with another vendor, and you're joining the game late.

Here's how to engage people in research mode effectively:

Research mode

When a buyer is in research mode, **you don't have to stick to the rule of "never demo before discovery."**

Instead, *engage with them*. Just ask for something in return...

Use a give-and-take approach where you demo one or two parts of the product, then get to ask them questions.

You can suggest this: *"How about we showcase some features and then discuss? Is that fair? Is that reasonable?"* Asking those questions at the end makes it psychologically challenging to disagree. And honestly, if they disagree, they may not be the right fit for your sales cycle anyway.

Once they agree and you start the demo, pay close attention to their reactions. As soon as you notice that you've struck a chord or piqued their interest, **HIT THE BRAKES!**

Stop the demo and start asking questions, like: *"It seems like this resonates with you. What specific challenges are you facing in your business that make this relevant?"*

Remember this order:

1. Demo
2. Stop
3. Ask
4. Listen
5. Learn
6. Repeat

This "research mode" is **all about mutual learning**. They learn about your product, and *you* learn about their needs and pain points. That's what makes a great demo-discovery call.

Now, let me share the key principle behind it all...

The framework for demo-discovery

The framework for a successful demo-discovery call guides you through the sales process, step by step:

Step #1: Create pain and a new vision

Start by stating a problem that resonates with the buyer. Then, highlight the pain associated with that problem. Finally, ask a question that generates a mini-vision of a solution.

Here's what that might sound like:

- ONE: *"One of the challenges we often hear is _____."*
- TWO: Then ask one of these pain-generating questions:
 - *"How are you handling that today?"*
 - *"To what extent is that an issue?"*
 - *"How problematic would it be if _____."*
- THREE: Ask a mini vision-creation question:
 - *"Imagine if _____. To what extent would that be helpful?"*

Step #2: Demo and solve

You're already familiar with this step.

Demo a capability, following the "orient-demo-value" approach from the F.A.V.O.R.I.T.E. framework. Take them through the screen orientation, reveal the workflow, and discuss the *value*.

Step #3: Zoom out and ask a discovery question

Now it's time to gather more information about their pain points. Ask one of these discovery questions:

- *"To what extent does that solve an issue you're facing? Tell me more."*
- *"How high would you rank that in terms of usefulness in your situation? Why?"*
- *"What's going on in your business that makes that resonate?"*

Now here's something surprising:

Getting through those three steps should only take 90-120 seconds!

That's it. That's the basic flow.

If your questions are resonating, continue this cycle for 2-3 rounds. You'll find that it creates a mutual conversation and sets you up to move forward in the sales cycle with a deeper understanding of your buyer and their needs.

But what if the demo and your questions don't resonate?

Don't worry.

You can still turn the call into an opportunity! In fact, it's your chance to request more in-depth information using this phrase:

*"It feels like that missed the mark. Can you give me more insight into your challenges so the **next** thing I show you hits closer to home?"*

It's an invitation to get everyone on the right path, a genuine "Help *me* help *you*!" moment. If they leave you hanging, they're probably not the right buyer anyway. However, if they ante up information, you can get things back on track, even after a shaky start. (You've got this!)

Script #6

How to run sales demos for senior executives

It's intimidating. I get it.

But it doesn't have to be. Running sales demos for senior executives just **requires a different approach.**

Now it's true that executives aren't always the end users of your software, but their role in the buying decision is *crucial*. In one call, they can make or break the entire deal. That's why it's important to shift your mindset before you demo to them.

You're not about to run a "demo call." You're about to have a *business conversation*.

Running through frameworks like S.A.F.E.T.Y. on an executive call isn't necessarily a mistake. But it's not the best approach.

So what's the **best way to handle an executive call** that includes a demo?

The key is this: **View the demo as a part of a broader business conversation.** The demo isn't the main focus. It's part of a larger context. (And boy, do I mean *larger.*)

Your role on this call is to discuss the BIG PICTURE. Executives are focused on their overall business needs. *That's what you're there to support.*

There's a five-step framework to navigate these calls successfully. With it, you'll be prepared for your next executive call, and if you use it properly, you'll make the most of the opportunity ...

5-Step framework for exec sales “demos”

Step #1: Champion development

Running executive sales "demos" involves a crucial step: **finding a champion.**

But what exactly *is* a "champion"? It's someone who has two key attributes:

1. **Insights:** They deeply understand the business's pain points and challenges.
2. **Influence:** They have “power” and are willing to sponsor a meeting with decision makers.

It's your job to find someone who embodies those attributes and can truly champion your cause. Before your demo meeting, seek out these individuals and secure their “sponsorship.” (AKA: Get their backing.)

To help you in this process, here's a quick primer on developing a champion:

- **Explore the business pain:** Uncover the challenges and pain points the organization faces.
- **Connect with potential champions:** Seek out individuals who understand the pain points and have the ability to influence decisions.
- **Build relationships:** Engage with potential champions, understand their needs, and establish a great rapport with them.
- **Present your value proposition:** Articulate how your solution addresses the business's pain points and provides them with value.
- **Nurture the relationship:** Continuously communicate and collaborate with your champion, keeping them engaged and informed.

Remember, finding and developing a champion is crucial because *they will lead you to decision makers.*

Step #2: Summarize the problem

The second step in our executive meeting framework is summarizing the problem. (This is where you earn credibility with execs!)

Remember, this isn't just a demo — *it's a business conversation.* Take the time to thoroughly discuss the business problem at hand. Plan a 45-minute meeting, or even better, a 60-minute meeting if you can get one. (Trust me, 30 minutes won't cut it for deals in the \$40-\$50k range and beyond.)

After welcoming everyone, here's how you kick things off:

"I've had the opportunity to speak with [X#] people within your organization, and I've gathered some valuable insights I'd like to share with you. Once we've covered these points, we can dive into the rest of our conversation."

Follow it up by summarizing their business problem, and include the following four components:

1. **The Impact:** Share the *specific impact* the problem has on their organization. Is it hindering growth? Slowing down processes? Impacting customer satisfaction? Name it.
2. **The Root Cause:** Unveil the underlying reasons behind this problem. What factors contribute to its existence? Highlight them to show that you understand their challenges.
3. **The Consequences:** Point out the potential negative outcomes and consequences of not addressing the problem. Make it clear that *taking action* is essential for their long-term success.
4. **The Stakeholders:** Acknowledge the voices you've heard within their organization. Mention conversations you've had with various individuals to show your commitment to understanding their unique situation.

When you share what you've learned, you demonstrate your expertise and showcase your ability to identify areas for improvement.

Now it's time to create a *two-way* conversation. Invite the executive to share their perspective using statements like this:

"This is what I've gathered from speaking to [X#] people across your organization. I'm eager to hear YOUR perspective on these issues. What are your thoughts?"

Believe me, **no executive** can resist an invitation to share their insights.

You've set the stage (beautifully!) for an engaging discussion.

Step #3: Current metrics, desired metrics

Now you can move to how their business problem affects their metrics.

You have one goal at this point: **Uncover the gap between their *current* metrics and their *desired* metrics.**

I guarantee, the executive knows which metric suffers as a result of their business problem. They also know the metrics *they wish they had*.

Your job is to outline the contrast between those two states. It's like highlighting the "before" and the "after" of the metric — all while demonstrating how your solution bridges that gap.

I'm going to say this one again, because it's crucial:

Clearly outline the *current* state of a metric that suffers because of their business problem. Then, present a compelling vision of what that metric *could look like* with help from your solution.

Remember to make this a conversation. You want the executive to “take ownership” of their metric(s). When they’re crystal clear about what they expect, it’s hard for them to say *no* to your solution if it delivers exactly what they want.

Don’t leave anything to chance! Encourage them to share their thoughts and insights.

When they do, you solidify the executive's understanding of the metrics at stake. And you demonstrate how your solution can move them toward the metrics they want.

Step #4: Required capabilities

You can FINALLY seize on this business opportunity as your long-awaited demo comes into play.

The key is making sure your demo aligns with the needs the executive discussed. (Of course, this assumes you've conducted thorough discovery to understand their needs *and* that you’ve tailored your demo accordingly.)

Unlike users or champions, executives typically don't require a comprehensive demo. Most of the time, that would be overkill. They usually need to see how your product relates to their business problem. That's why you want to run a *targeted demo* focused only on what’s relevant.

That said, if the executive is considering an expensive purchase, or if they plan to actively use the product, you might need to do a full demo. In that case, use the S.A.F.E.T.Y. framework.

But for a mini-demo, only showcase the essential capabilities their team(s) require. Remember to “flip the demo” and **prioritize those capabilities from *most* to *least* important.**

Stick to three or four key features to keep your focus clear and concise.

Use a structure that’s now very familiar to you:

- Orient them to the screen
- Reveal the workflow
- Implant the value

Repeat this process for each feature, making sure the executive understands the benefits and value associated with each one.

By customizing your demo to fit the executive's needs, and focusing *only* on the most relevant aspects, you maximize your chances of moving the deal forward.

Step #5: Align on the process

You’re here! About to “close out” the conversation.

How do you do that?

After the demo, align on the buying process. Or, if you're going to run a proof-of-concept, align on the success criteria. Ideally, with 10-15 minutes left, you'll ask your buyer this question:

"What needs to be true for you to make a confident yes or no investment decision in this?"

You may have already asked your champion this question, but you now have to ask your executive decision maker.

Why? Because they may know something your champion doesn't know.

Here's *exactly* what to ask on five fronts:

STEPS: *"What steps do you and your company need to take to make a decisive go or no-go decision on this?"*

PEOPLE: *"Who would be involved in each of those steps? How?"*

CRITERIA: *"What are the criteria for advancing or not advancing through each of those steps? In other words: What would make those involved say yes or no at each step?"*

TIMELINE: *"What would drive your timeline for taking each of those steps? What would drive your timeline overall for an end decision?"*

FUNDING: *"What kind of range of investment comes to mind to solve the problem at hand? If we get to the point of doing business, how do you think you would fund this project? How have you funded similar projects?"*

That's how you have an executive conversation.

Whether you run a true "executive demo" or revert back to the S.A.F.E.T.Y. structure is up to you. You're the best judge of what's needed when your executive is in the room.

Script #7

Turn yourself or your sales team into top earners

As we come to the end of this guide ...

Here's what to do next

First off, thank you for reading this far! That act alone puts you in the top 10% of skill-stackers in your field. And skill stacking truly is the magic bullet of sales success.

But.

I have ONE more question for you...

And I want you to think about its ramifications quite seriously:

Do you want to grow your skills faster than you ever have, so you can grow your income, career, and revenue to life-altering levels?

I know that sounds obvious. But before you say yes, I want to make something clear: What I'm about to share with you is not for everyone.

It's only for those who think of themselves as a "skill stacker." In other words, It's only for people who believe you're not **years** away from your dream life or dream income, but rather you're **skills** away from your dream life and dream income.

And it's this:

The faster you build your skills, the faster your dreams will run to you.

If you're nodding your head, then what I have to share with you will help you wake up to a completely different life.

I'm inviting you to join the pclub.io Platinum Passport at the special rate of only \$99 per month, and you can cancel at any time.

[=> Grow Your Skills With a Monthly Subscription to pclub.io here](#)

Now I won't go over *everything* inside the Platinum Passport...

But here's how it works:

With this \$99 monthly subscription, you get instant access to all of pclub.io's sales success courses... plus, you get instant access to every new course we release totally FREE, which is usually about two new courses per month.

That means you get to learn directly from the top 0.01% of B2B tech sales practitioners on the planet. We go out and find the very best in the world to teach an online course for every skill so that you can utterly break the curve on your personal growth and turbocharge your success. In fact, we're so stingy about who we let become a course author that it's **easier to get into MIT or Harvard than it is to become a pclub.io course author.**

Now I want you to imagine something:

Imagine what your life, or career, or business, or income would look like if you had the opportunity to learn revenue-generating skills like deal-closing discovery, winning demos, selling to power, and advanced negotiation from the most successful revenue practitioners on the planet.

Imagine that for a second. It's a powerful thought. Let it linger. *Feel it.*

You'd be in a completely different league from your peers.

If you're a seller, you'll grow your income, revenue, and career progression faster and easier than ever before.

If you're a leader, you'll have the skills to grow your business and revenue to new levels.

Take advantage of this one-time offer.

Normally we offer this for \$997 per year. [But on this page, you can get it for just \\$99 per month, and you can cancel any time you want.](#) So click that link right now, and join the monthly subscription for just \$99 a month.

Like I said, I'm not going to go into every detail. But if you take me up on my invitation, you'll receive instant access to over 20 tech sales and sales leadership courses. Here are just a few of them:

First, SaaS Discovery Masterclass.

A four-hour course that teaches the five-step discovery method that over 10,000 SaaS reps use to find business pain that MONEY follows, create urgency, and sell.

Normally \$297 on our website, [but included for FREE in your \\$99 per month subscription.](#)

Second, Cold Email Conversion Machine.

Taught by one of the world's top experts in outbound cold email, Florin Tatulea teaches a three-hour course on how to turn cold prospecting into paying customers. Normally \$197 on our website, [but included for FREE in your \\$99 per month subscription.](#)

Third, Killing the Maybe.

This is an advanced course on how to systematically “dismantle” your buyer's status quo bias, so you stop losing deals to “no decision.” Again, this course sells for \$297 on our website, but [you get it free in your monthly subscription.](#) Suffice to say that we have over 20 and counting sales success courses for tech salespeople, SDRs, and frontline sales managers... over \$30,000 worth of courses and programs to turbocharge your sales success, income, and revenue ... for just \$99 per month.

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Chris Orlob