

DELIVER EFFECTIVE PRODUCT DEMOS WITH Demo2Win!®



EXERCISE PACKET





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EXERCISE ONE:

CHOOSING YOUR SALES/ DEMO OPPORTUNITY

Overview

In this exercise, you will choose a sales opportunity to use as the basis for the remaining exercises. It is best to choose an upcoming meeting, so you can use this time to prepare for that event. Be sure to choose an opportunity with which you are familiar so that you can leverage your knowledge of the account to complete the remaining exercises.

Steps

- ✓ Choose your opportunity and document some background information to provide context.
- ✓ Determine the logistics for your presentation: What software will be presented.

Outcomes

Thoughtful completion of this exercise will enable you to gain more insights from the tactical exercises that follow later in the workshop.

- ✓ Provide meaningful context about the deal for the audience members.
- ✓ Provide clarity of roles and responsibilities for team members.

SALES/DEMO OPPORTUNITY EXAMPLE

1. Sales/Demo Opportunity: What is the name of your prospect?

Cymbal Bikes

2. Background: Spend a couple minutes summarizing what you know about the deal and presentation situation, such as company info, key issues, who will attend, how long you expect the demo to last, etc.

- *Demo next week*
- *Outdoor sports company aiming to become the #1 provider in terms of market share*
- *Any website updates require assistance from their marketing agency, which has a long turnaround time*
- *Looking for a solution that enables them to be more responsive to their changing customer expectations*
- *Four people attending (Key Executives and a Project Manager)*
- *Key Stakeholder's top priority is to improve customer experience & become the market leader (in terms of share) in their region*
- *30-45 minute presentation, 15 minutes for questions*

3. Software: What software, solution, or application will you be presenting?

Google Cloud



SALES/DEMO OPPORTUNITY WORKSHEET

1. Sales/Demo Opportunity: What is the name of your prospect?

2. Background: Spend a couple minutes summarizing what you know about the deal and presentation situation: type of company, key issues, who will attend, how long you expect the demo to last, etc.

3. Software: What software, solution, or application will you be presenting?

EXERCISE TWO:

EPISODE AND TOPIC ITEMS

Overview

The 2Win! Structure is a proven method for managing how much content you can (and should) provide over a given period of time based on your audience's attention span.

In this exercise you will identify the name of your demo episode and three to five topic items to be covered within that episode. Determine the key operational benefit for each topic.

Steps

- ✓ Identify the demo episode you will be presenting based on the software you identified in the previous exercise.
- ✓ Identify three to five topic items for your demo episode. 2-7 minutes is a good guideline for the amount of time to spend on each topic item.
- ✓ Identify the Key Operational Benefit for each topic.
- ✓ Choose the topic item(s) you will present.

Outcomes

- ✓ Structure a demo segment that properly balances your audience's attention span with the reality of how your solution is structured.
- ✓ Increase your awareness of areas in your demo where you are stretching your audience's ability to focus due to excessive length or content.
- ✓ Identify the topic items that you will present.



EPISODE AND TOPIC ITEMS EXAMPLE

Episode Name

This is the name of your meeting episode. It should reflect something that is familiar or interesting to the client. For example: a challenge they are trying to solve, a business process to improve, or a job function workflow. This should not be the name of your solution. In addition, this should reflect something that takes 20-45 minutes to show in a real situation.

Topics And Benefits

Identify three to five topic items for your demo episode. Remember that these topic items are the logical breakdown of your meeting episode. For example, if your episode is a business process, the topic items should be the sub-processes that are involved in completing this business process. Or, if your demo episode is a job function, your topic items would be the specific tasks someone should perform in this role.

2-7 minutes is a good guideline for the amount of time to spend on each topic item

Episode Name	Customer Experience	Length
Topic 1: <i>Configure</i>	Key Operational Benefit of Topic 1: <i>Improve Responsiveness</i>	4 min
Topic 2: <i>Integrations</i>	Key Operational Benefit of Topic 2: <i>Streamlined Customer Experience</i>	5 min
Topic 3: <i>Analytics</i>	Key Operational Benefit of Topic 3: <i>Quickly Optimize Experience</i>	5 min
Topic 4: <i>Workflow and Dataflow</i>	Key Operational Benefit of Topic 3: <i>Easily Scale</i>	4 min

EPISODE AND TOPIC ITEMS WORKSHEET

Complete your meeting episode outline using the template below:

Episode Name	Length
Topic 1:	Benefit of Topic 1:
Topic 2:	Benefit of Topic 2:
Topic 3:	Benefit of Topic 3:
Topic 4:	Benefit of Topic 4:
Topic 5:	Benefit of Topic 5:

EXERCISE THREE:

DEVELOPING A TELL-SHOW-TELL

Overview

Mastering the Tell-Show-Tell technique is the cornerstone to communicating your presentation or demonstration message with clarity.

In this exercise, you will develop a Tell-Show-Tell for two topic items.

Steps

- ✓ List the title of your topic. Be sure that you use language familiar to your prospect and be cautious about using your internal company vernacular.
- ✓ Provide opening context in the form of a situation. You can think of this as a typical daily scenario. Try to enhance this with a short story.
- ✓ Identify the specific steps or capabilities that you will show. These need to be directly related to the context you provided in the situation.
- ✓ Determine a “sprinkle benefit” that you can use during each step.
- ✓ Identify the key operational benefit. Use the “So you can...” technique to ensure your statement is really a benefit and not a feature.

Outcomes

A well-planned topic.

- ✓ Provide meaningful context for your audience so that they can spend their energy focusing on how your software will help them achieve their goals.
- ✓ Gain clarity about what capabilities are necessary to prove your solution. If it isn't necessary, don't show it!
- ✓ Summarize the key point of this topic with a concise benefit statement that resonates with your audience.

EXAMPLE TELL-SHOW-TELL: OUTLINE STYLE

Opening Tell (Context)

Title (topic item):

Configure Your Agent

Situation (challenge or goal):

- ✓ You have to wait multiple weeks for your marketing agency to be able to make changes
- ✓ Customers want access to information without having to wait
- ✓ Need to be able to respond more quickly

Steps (“What you will see me demonstrate are three steps...”):

- ✓ Create an agent
- ✓ Build the agent
 - * Notice how easy it is to train the agent on information you already have
- ✓ Test the agent

Show

What “Sprinkle Benefits” will you introduce during the show?

- ✓ Quick
- ✓ Intuitive
- ✓ Simple

Closing Tell (Operational Impact)

Key Operational Benefit (three words or less):

Improve Responsiveness



EXAMPLE TELL-SHOW-TELL: NARRATIVE SCRIPT STYLE

Title:

For this segment of the demo you will experience how easy it is to create a customized agent for your website.

Situation:

So, here's the situation, I know based on our previous conversations that your team relies on your marketing agency to design and develop any customizations for your website. You need to be able to build and deploy agents to respond to your customer's requests without having to wait.

Steps:

We will cover three things:

- ✓ *First, we are going to create an agent.*
- ✓ *Then, we will build the agent. Pay particular attention to how you can use natural language to instruct the agent how to respond.*
- ✓ *Finally, we will test the agent to ensure it responds as intended.*

Show:

- ✓ *Create an Agent*
 - *Sprinkle Benefit: Quick & Easy*
- ✓ *Build agent to use website, FAQ's, and instruct to respond*
 - *Sprinkle Benefit: Intuitive*
- ✓ *Test agent*
 - *Sprinkle Benefit: Simple*

Transition to Closing Tell

We've discussed how using conversational agents enables you to quickly create and manage your agents, intuitively train your agents using natural language, and test the agents simply with one click.

*Ultimately this enables you to **Improve Responsiveness**.*

TELL-SHOW-TELL 1 WORKSHEET

Opening Tell (Context)

Title (topic item):

Situation (challenge or goal):

Steps (the milestones you will highlight for this topic):

Show

What “Sprinkle Benefits” will you introduce during the show?

Closing Tell
(Operational Benefit)

Key Operational Benefit (three words or less):

TELL-SHOW-TELL 2 WORKSHEET

Opening Tell (Context)

Title (topic item):

Situation (challenge or goal):

Steps (the milestones you will highlight for this topic):

Show

What “Sprinkle Benefits” will you introduce during the show?

Closing Tell
(Operational Benefit)

Key Operational Benefit (three words or less):

EXERCISE FOUR:

DEVELOPING YOUR FINAL VISUAL ROADMAP

Overview

Your final visual roadmap contains a concise blueprint for the key topics and messages for your episode. In this exercise, you will determine the key operational benefit for each topic within this demo episode.

Steps

- ✓ Review the topic titles and operational benefits from the previous exercise. If you would like to make any adjustments to your wording, now would be a good time to do that.
- ✓ Finalize the key operational benefit for each topic item.
- ✓ Design your own creative roadmap idea for use in your presentation, or feel free to use the template provided. The template is called Demo2Win Student Template and is located in the downloads folder.

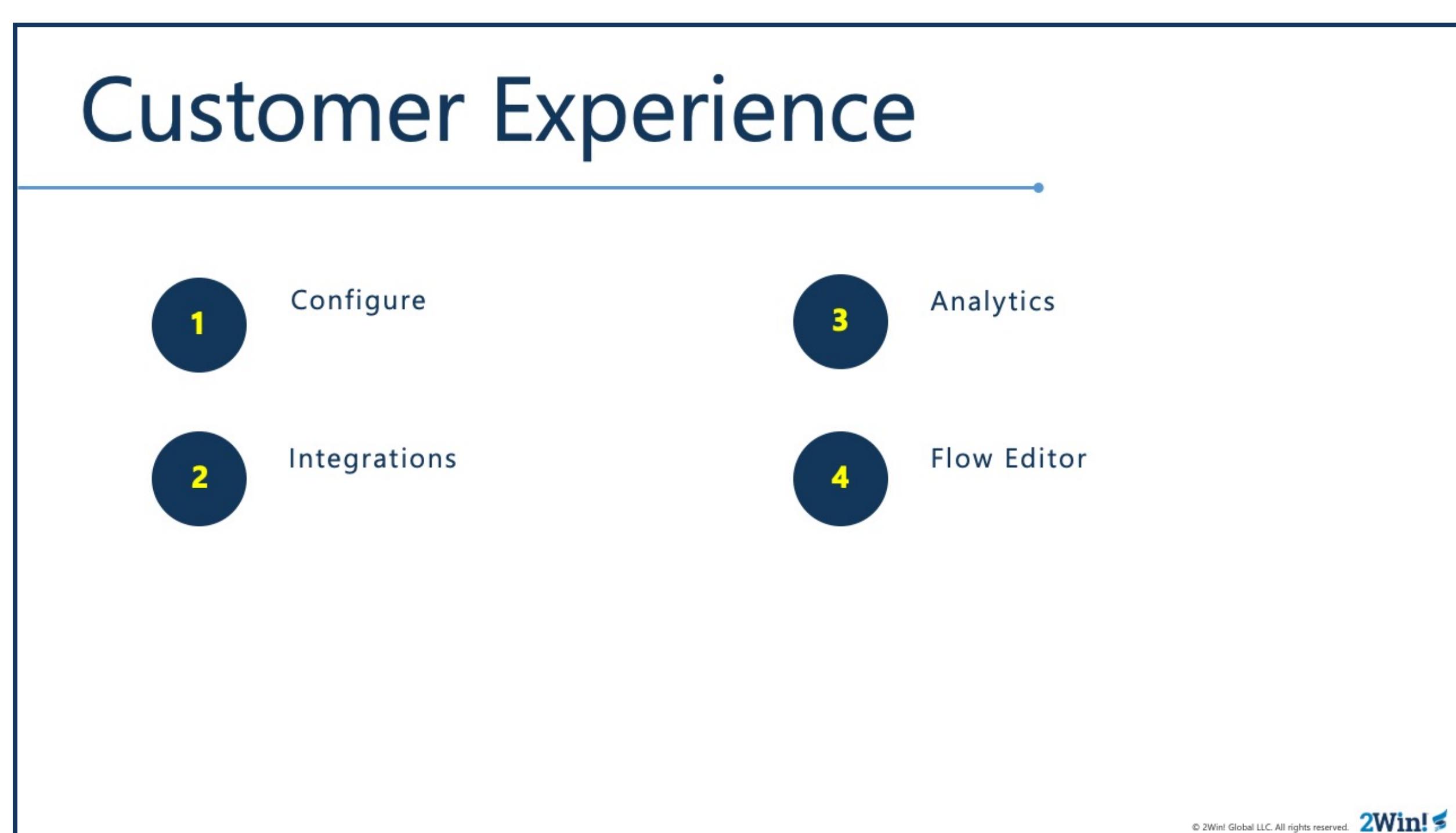
Outcomes

Your final visual roadmap:

- ✓ Provides clear documentation of the solution topics and associated key benefits for this demo episode.
- ✓ Helps both you and your audience know where you are and where you are going
- ✓ Helps visual learners connect with your message.

VISUAL ROADMAP SLIDE EXAMPLES

Initial Roadmap:



Between Topics (Example Is Topic 1 Closing Tell & Topic 2 Opening):



Final Roadmap:



EXERCISE FIVE:

PLANNING A DEMO EPISODE OPENING & CLOSING

Overview

The opening and closing of a meeting episode present significant opportunities for you to connect with your customer and differentiate yourself from the competition.

In this exercise, you will develop both a compelling Limbic Opening and a Value Close that provides evidence to support your message

Steps

- ✓ Determine the primary limbic technique you plan to use for the Limbic Opening. Examples from your online learning include Illustrative Analogy or an Industry Insight.
- ✓ Create a Value Close that provides evidence of success to support of the value of your solution. Examples include ROI examples and customer quotes.
- ✓ Build your opening and closing slides into your presentation (using your own or the Demo2Win Student Template).

Outcomes

Limbic Openings help to gain your audience's attention in a way that is dramatic and memorable. These experiences help separate you from the competition, so you are remembered.

Providing strong supportive evidence of your capabilities helps your customers connect your solution to their desired future state.

Remember that your supporting evidence needs to be realistic, relevant, and defensible.

DEMO EPISODE OPENING & CLOSING EXAMPLE (ILLUSTRATIVE ANALOGY STYLE)

1. Primary Limbic Technique:

Describe the basic characteristics of what you will do to open your demo episode in a way that gains your audience's attention

- ✓ *Illustrative analogy of waiting in line at security contrasted with DigitalID*
- ✓ *Compare analogy to Innovix experience waiting for marketing agency and Innovix customers waiting to talk to a support representative*
- ✓ *Reminds me of your key business objectives – be more responsive to clients, deliver exceptional experience so you can capture market share*

2. Supporting Limbic Technique:

What other limbic techniques can you incorporate to help make your opening engaging?

- ✓ *Pictures*
- ✓ *Storytelling*

Options: Prop, Picture, Current Events, Humor, Curiosity, Associate Your Message with an Expert, Numbers/Facts/Figures, Giveaways, Handouts, Delegating Tasks, and/or Using Names

Describe how you will incorporate insights, metrics, customer references, and/or industry experts to do a Value Close of your demo episode.

Synergy Quote with Metrics:

- ✓ *Reduce app development cycle time (80% Reduction)*
- ✓ *Increase SQLs (30% Improvement)*
- ✓ *Paid for itself 7x through post sale growth & increased team scalability*



DEMO EPISODE OPENING & CLOSING WORKSHEET

1. Primary Limbic Technique:

Describe the basic characteristics of what you will do to open your demo episode in a way that gains your audience's attention.

2. Supporting Limbic Technique:

What other limbic techniques can you incorporate to help make your opening engaging?

Options: Prop, Picture, Current Events, Humor, Curiosity, Associate Your Message with an Expert, Numbers/Facts/Figures, Giveaways, Handouts, Delegating Tasks, and/or Using Names

3. Value Benefits:

Describe how you will incorporate insights, metrics, customer references, and/or industry experts to do a Value Close of your demo episode.

POST WORKSHOP ACTIVITY –

PERSONAL ACTION PLAN

Right Now

Take some time, right now... to reflect on the concepts that have resonated with you. Consider what you would like to accomplish as an outcome of the time you invested in this workshop.

Select 2 or 3 techniques/tactics you want to focus on using or improving in your next 5 - 10 demonstrations/presentations/client interactions

Below, outline the items and list any steps you will take to improve in each area. If appropriate, schedule a meeting with your manager/mentor to review your selections and ensure they agree with your plan.

Your Plan

TECHNIQUES/TACTICS TO FOCUS ON:

- 1.
- 2.
- 3.

Your Plan

STEPS I WILL TAKE:

POST WORKSHOP ACTIVITY – PERSONAL ACTION PLAN (CONTINUED)

Managers/Mentors

You may want to take ownership of this process by scheduling post-workshop review meetings and including the Personal Action Plan as part of your team's ongoing development efforts.

OPTIONAL: You may choose to take the 2-3 techniques/tactics selected by each of your team members, consolidate them in a "team improvement list" and share it with all your team members.

Then, encourage team members to provide feedback to their teammates in these areas.

Teammates

It's sometimes difficult for teammates to give and receive positive-constructive feedback. However, if we are truly interested in improving, we need help from people outside of ourselves.

Focus: It is far easier for individuals to receive input from other team members if you agree to keep the feedback focused on the 2-3 items identified as areas they want to improve (compared with all the possible concepts presented in class).

Likewise, it will be easier for teammates to pay attention to & give feedback if they only have to focus on 2-3 items that their peer has identified.

Review & Repeat

After your 5 – 10 presentations have passed, review your progress and repeat the process by selecting 2-3 more techniques/tactics.

These items might even be things you have worked on in the past. No matter what you choose, by following this continued improvement action plan, you will always have 2-3 techniques you can be working on.