



Product Demo Strategies and OP2 briefing

Product demo
skills are sought
after

Database/Software Engineer

IoTalents Pte Ltd - Singapore

\$3,500 - \$5,000 a month - Full-time, Permanent

Job Description:

Includes product demo

- Provide pre-sales and post-sales support for software products
- Work closely with sales team to provide technical solutions
- Involve in technical clarifications
- Perform technical presentation on products and solutions
- Subject matter expert and well verse in database products portfolio
- Conduct technical/solution presentation, demo, proof of concept to customer

Job Requirements:

- Possess a minimum qualification of a Diploma or Degree in Computer Engineering/ Information Technology/ Computer Science or related discipline
- Candidates with a minimum of 2 years' experience in similar capacity preferred
- Experience in performing database migration and clustering
- Knowledge in Linux and virtualization technology will be added advantage.
- Candidates with OCA/OCP in Oracle Database will be added advantage
- Excellent communicator, self-motivated, quick learner & good working attitude
- Ability to complete assigned work in a timely & independent manner

Job Types: Full-time, Permanent

Salary: \$3,500.00 to \$5,000.00 /month



Software Engineering Team Leader

Key Requirements

- Minimum Bachelor's degree in a concentration in software engineering
- 5+ years' experience in commercial software application development
- 2 to 5 years' experience as a technical team leader or technical lead
- Experience in software engineering principles and commercial software product development processes and methods
- Through prior work experience, has demonstrated leadership qualities and abilities
- Project management skills a must with a strong attention to detail and follow through
- Strong verbal and written communications skills
- Strong presentation and product demonstration skills
- Excellent understanding of the Java and Javascript programming languages
- Experience with Spring, Hibernate, Dojo, CSS, HTML, PostgreSQL, and Oracle Database 11g
- Knowledge of database design and BI; experience with Oracle a plus
- Proficient in SQL, with some knowledge of PL/SQL preferred
- Some experience with tools/platforms such as Maven, Git, Bamboo, Tomcat, and Linux
- Familiar and comfortable with the agile development methodology called Scrum



WORKING FOR AVEVA: VACANCIES DETAILS

Software Engineer – Malmö, Sweden


Knowledge, Skills & Experience Preferred:

- Degree or equivalent in Computer Science, Engineering or numerate subject
- At least 2 years' experience of developing professional software applications using C++ and C# in the Windows .NET Environment
- Knowledge and experience of object oriented design and development
- Logical and numerate, with complex problem-solving skills
- Team worker with proactive approach
- Good verbal and written communication skills
- Skilled in use of Visual Studio development Environment
- Knowledge of Windows architecture, including WPF and WCF
- Knowledge of complete software development lifecycle, preferably agile development methodology (e.g. Scrum)
- Experience of developing 3D graphical applications in OpenGL / DirectX
- Knowledge of computational geometry and programming design pattern fundamentals
- Experience of task based, multi-site configuration management, e.g. TFS
- User Interface and User Experience design skills
- Presentation and product demonstration skills

Learning outcomes

By the end of the lesson, you will have

- understood the elements a product demo for a mixed audience
- considered aspects of preparing a product demo with your group members
- applied the techniques and strategies of effective presentation to a product demo
- thought of possible questions that may arise during the Q&A session and how to answer them



Demo Fall 2013: *HelloDoctor*
Winner of Fall 2013 DEMO
God Award.

1. What is the **structure** of the presentation?
2. Comment on the **delivery** of the presenter. What do you notice about their pace, intonation, body language, etc.?



Daniel Chait
CEO, Greenhouse Software
greenhouse.io
 [@Greenhouse](https://twitter.com/Greenhouse)

1. What is the **structure** of the presentation?
2. Comment on the **delivery** of the presenter. What do you notice about their pace, intonation, body language, etc.?



1. What is the **structure** of the presentation?
2. Comment on the **delivery** of each presenter. What do you notice about their pace, intonation, body language, etc.?
3. How do they **transition** from one speaker to another?



1. What goes into the **content** of a product demo?
2. What did you notice about his **delivery** (presentation skills)?
3. How do they transition from one speaker to another?

Product demo structure

A general blueprint

1. **Introduction.** Try to capture the **attention** of your audience. What is the **goal** of your demo? (usually to solve a problem)
2. **The software.** Give an **overview** of the software and GUI.
3. **Core functionalities.** **Describe** or **demo** the main functionalities of the software briefly.
4. **Design scenarios that can showcase the functionalities.**
5. **Special feature and how it works.** **Demonstrate** how the special feature works. Try to interest your audience.
6. **Conclusion.** Round off your demo with a reiteration of your main ideas and invite questions.

5
tips

Tip #1 - Begin with the big picture first

“You’ve said that you need a better way of managing your sales pipeline, because right now it’s a mess by always manually scheduling these tasks. We’ve solved this problem for you—I can show you how to automate your pipeline management, so you won’t have to deal with manual task reminders anymore. Does that sound interesting to you?”



Tip #2 – Demonstrate value, not features or functionalities

“Your product is only as good as the problems it can solve for someone. What I want to hear during a demo is **what problems you are solving and for who[m]**, not a laundry list of features in your product.”



Ryan Leask

VP of Product Management at SignalDemand (an analytics startup)



Chris Taylor 
@FutureBoy



Apple: It has surgical-grade stainless steel, 120Hz touch sensing, an A12 bionic 7 nanometer chip and 458 ppi!

Me: I just want a headphone jack, thanks

[#AppleEvent](#)

1:46 AM - Sep 13, 2018


 349  108 people are talking about... 

Techie

General public


Which is better?

On our top menu, we can open inventory files, save inventory files, set inventory preferences, and convert inventory files from the manufacturing database. Next is the edit menu, where we can copy, cut, paste, and insert records into the inventory files, which works with any inventory record in any standard format. On the next menu ..."



Tutorial demo – how to use the software

Let's say that a call comes in from the factory floor. They've almost run out of parts and will shut down if they don't get more soon. You query the system (like so ...), which locates any excess inventory at other plants and key suppliers. You select a new source with a point and click (like so ...), and the system sends shipping orders so that the parts arrive tomorrow.



Product demo – what the software can do for you

Tip #3 – Start with the good stuff!

A real demo should **start with** one of the specific and **most frustrating** problems or **challenges** the customer or prospect said they are having.

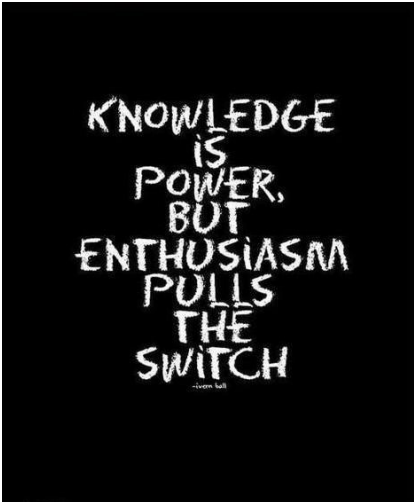


Tip #4 – Convey competency and passion

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

– Maya Angelou

Make your prospects feel great about you and your product.



KNOWLEDGE
IS
POWER,
BUT
ENTHUSIASM
PULLS
THE
SWITCH

Tip #5 – End with a Call to Action

"Thanks for taking the time to learn about our software, I really appreciate it. I hope this has been useful for you, and if you have any further questions at any time, just let me know. Thanks again, have a great day!"





- Know your **audience** and their needs.
- Know your **product**. Prepare for Q&A.
- Use a **time-compressed story-based or scenario-based structure**, e.g. 'a day in the life of'
 - What a user may need to do (problem)
 - How your app helps the user do it (solution)
- Have **sample data** pre-loaded
- Provide a **commentary** throughout the demo.

How to give a kick-a** demo



Stephen Lead

Filmed at the Google Developer Day in Sydney in 2011

Find out more!

9 Ways People Screw Up Their Product Demos

- <https://ryanleask.wordpress.com/2013/07/28/9-ways-people-screw-up-their-product-demos/>

Create a Software Demo Presentation That Wows Prospects: 5 Mistakes to Avoid

- <https://www.marketingsherpa.com/article/how-to/5-mistakes-to-avoid>

How to give product demos that sell

- <http://blog.close.io/how-to-give-product-demos-that-sell>

Your Product Demo Sucks Because It's Focused on Your Product

- <http://firstround.com/review/Your-Product-Demos-Suck-Because-Theyre-Focused-on-Your-Product/>

How to give product demos that sell

- https://www.youtube.com/watch?v=Mm_q0X-R1c

CS2101 Requirements for Product Demo (OP2)

OP2 – Product Demo Scenario

A [University Open Day](#) is an opportunity for prospective students and their families, and interested members of the public to visit the university, and talk to its students and teaching staff to find out what the university has to offer, and experience what it would be like studying at the university. Among many useful talks and activities, the university typically showcases its student projects during such an event.

For the next [SOC Open Day](#), your team has been given a booth to showcase your software engineering project. In addition, you have been given a 12-15-min slot on the stage to speak about your project.

OP2 – Product Demo Scenario

SOC is hoping to attract a huge number of bright and talented students. Therefore, SOC has requested that you also share with your listeners the kind of authentic team-based problem-solving learning that takes place at SOC, the exciting manner in which its modules are conducted, and the industry-focused aspect of its curriculum. In other words, not only do you demo the product, you should also speak about:

- the nature of the project
- how you considered real-world concerns (such as ethical, legal, security, societal and environmental concerns; and long-term survivability of the product) when designing your features, and
- the tech and soft skills gained from the module and studying at SOC.

Prepare a 15-min team presentation for the event (12 mins for a 3- and 4-pax teams). Be prepared for a 5-min Q&A session.

Software Presentation and Demo Checklist

1. What is the target audience for the software presentation and demo? Is the content too easy, difficult or just right?
2. What is your objective in presenting this demo to the audience? Is it clear to the whole team?
3. Have you given a clear overall description of the software and its main features, framed in a way that matters to your users?
4. Does the demo highlight the key functionalities? Have you described and explained them from the users' point of view?
5. Are there many technical terms? If so, are explanations provided? Are they clearly defined and/or explained?
6. How much time is used for the software demo? Is it too long? Is it well paced?
7. Is everything that is needed for the setup working well?
8. What types of questions do you think the audience may ask? What possible objections can arise from the demo? Are you prepared to handle any questions?
9. Do you have a clear conclusion to your demo session? What do you want the audience to do or think at the end of the session?
10. Have your objectives for this software presentation and demo been met?

OP2 – Evaluation

OP2 will constitute **20%** of your CA and evaluation is based on the presentation in class in Wk 12:

- a) Individual effort in terms of delivery, content and cohesion – 90%
- b) Team effort: visuals, teamwork and answering of Q&A – 10%

See **OP1 Info Pack** document for more info.

Compare

How is CS2101
software demo
requirements
different from
CS2103T/CS2113T?

<https://nuscs2113-ay1819s1.github.io/website/admin/project-deliverables.html#deliverable-demo>

