📄 DOCUMENT 03

Demo Execution Playbook (How to Run Demos That Convert)

Path: `/sales/docs/03-demo-execution-playbook.md`

Purpose of the Demo (Read This First)

The DentalScan demo exists to do **one thing only**:

Confirm that the buyer can picture deploying DentalScan inside their organization.

The demo is **not**:

- a technical walkthrough
- a feature dump
- a training session
- a proof-of-concept trial

If the demo does not lead to a **pilot conversation**, it failed.

When You SHOULD Run a Demo

Run a demo **only after** you know:

- The buyer type (school, charity, gym, dental practice, senior living, employer)
- The role you are speaking to (decision-maker or influencer)
- The general budget range they operate in
- That a pilot is at least *theoretically possible*

If those are not clear, qualify first.

When You SHOULD NOT Run a Demo

Do **not** run a demo:

- For "curiosity"

- For technical evaluation

- For students, interns, or researchers

- For people who cannot influence a contract

Sending demos too early **kills urgency**.

How to Frame the Demo (Before Sending the Link)

Before sending the demo link, say **one sentence**:

"This demo shows how organizations like yours use DentalScan for preventive screening and monitoring before escalating to licensed dental professionals."

Do not over-explain.
Do not mention pricing yet.
Do not mention insurance yet unless asked.

What the Demo Actually Demonstrates

When walking through or explaining the demo, anchor on **workflow**, not features.

The demo shows:

- Smartphone-based intraoral photo capture

- AI-assisted screening logic

- Risk flagging and monitoring over time

- Review and escalation workflows

- Reporting outputs

You are demonstrating **operational feasibility**, not clinical depth.

What You Should NOT Explain in the Demo

Avoid:

- Model accuracy percentages

- Training data specifics

- Edge-case clinical scenarios

- Insurance billing mechanics

- Roadmap promises

Those conversations happen **after** pilot interest.

How Long the Demo Should Take

- Live walkthrough: **10–15 minutes**

- Self-guided demo: **<10 minutes of explanation**

If you are still demoing after 20 minutes, you lost control.

Questions You MUST Ask After the Demo

After the demo, ask **at least two** of the following:

- "Where would this sit in your current workflow?"

- "Who internally would need to approve a pilot like this?"

- "What population would you start with?"

- "What would success look like in the first 30 days?"

If they cannot answer these, the deal is not ready.

How to Transition from Demo → Pilot

Your transition sentence:

"When this makes sense, the next step is usually a short pilot where we deploy this with a real population and measure outcomes."

Then stop talking.

Let them respond.

If They Ask About Pricing During the Demo

Give **ranges**, not quotes.

Example:

- Schools, senior living, employers: **$25–$50 per scan**

- Dental practices: ROI-driven, typically **~4× return**

- Pilots vary by population size

Then redirect:

"Pilot scope determines final pricing."

Common Demo Mistakes (Avoid These)

- Explaining everything the software *can* do

- Apologizing for unfinished features

- Over-answering technical questions

- Letting the buyer treat it as free software

Confidence matters more than completeness.

Demo Success Criteria (Be Honest)

A demo was successful if:

- A pilot is discussed

- A decision-maker is identified

- A follow-up call is scheduled

A demo was unsuccessful if:

- Feedback is vague

- Next steps are undefined

- They say "we'll think about it"

Move on quickly.

Demo Rule to Memorize

The demo proves viability. The pilot creates revenue.

Never confuse the two.