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Sales Demo Tips

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Understanding the role of the demo:

A Demo is Not a Tutorial. A demo is not a "how-to". You're not teaching the prospect how to use your product.

The demo is not a presentation. It is not a "let me show them this and hope they like it." It is to gain a deeper understanding of their specific pain and need, prove that sales understand those challenges, and that both parties can agree on the level of intent to make, a change, and that we have the solution to this need.

The goal of the demo is *not to demo your product*.

The goals of the demo are:

1. Identify pain - What specifically is their frustration with the status quo, and what is the level of that frustration.
   - What will be the consequences if they do not make a change to their current POS system?
   - Get the prospects agreement/confirmation on the status of pain and intent to change.
   - If you cannot get the prospect to describe the specific problem they are hoping to solve ("Why did you even take this call? What are you hoping to see?") your demo will almost always stink.

2. Desired outcome - What does success look like for their problem? What would solve their current unacceptable status quo?

3. Decision makers in sync? Who else might be involved in contributing to the decision, and at what level do they share the need to change? Do they have additional or specific frustrations?

4. Our solution to their problem. Identify if your product is a good fit to solve the pain. They don't need to see everything, they just need their questions, spoken and unspoken, answered about features, support, ease of use, pricing, reliability and credibility of Benseron as the provider.

5. Build Trust and Credibility. Especially in the early days, the prospect won't have heard of you much before the demo. Fluency in industry vocabulary and trends, any existing case studies and value, titles and competitors, *the functionality of the product*, etc. is key to sounding credible.

6. Positive takeaway and clear next step. Leave the prospect believing that
   1. Your product is a great solution to the pain
   2. That we've solved similar problems for similar customers
   3. Your employees really know their stuff.
      - They should leave the call feeling better than they when they came.

QUALIFY, QUALIFY, QUALIFY. It's very important to agree to end the engagement if they are not a good candidate at this time.

- It's not goodbye. Do so in a cordial professional manner, suggesting that you will check back with them in X months to see how they are doing. It's not "goodbye", it's "we love you, let's talk again when you are ready when conditions change at their organization to warrant action." Many, many sales are made months after the initial. DiscoverOrg found that their closed deals averaged being in

  1.6 sales cycles before they purchased.

- Non-linear buyer's journey - Buyers each have their own journey, based on the sum of the intent of all those in their organization who will weigh in on the solution. They are not following our workflow, our script, they are following their own, and it's rarely linear. Get a sense of where they are, and what is the next set of questions/actions they need to resolve. Tailor the funnel stage/next steps to their needs to resolve their next set of questions to proceed towards a decision.

These are NOT required to make a demo awesome. That is, if you don't do these things, it might not matter at all.

- Finish the Entire Demo Path. Young reps giving their first bunch of demos fall into this trap all the time. The point of the demo is *not* to show the demo! If you ask a question about catalog usage (ie — "how do you get information to your long-tail distributors?") that gets a lukewarm answer and then show them anyway, you've just wasted their time.

- Follow the Demo Path at All. The demo is meant to be a *backdrop*, almost like the set in a play, and *not* the thing to focus on. A great demo makes sure to hit the parts of the product that really serve to solve the pain identified in the pre-Q&A (you did try to figure out what made them interested enough to get on the phone, right?), not show the whole kitchen sink.

Leave it conversational.

Inexperienced reps and overly enthusiastic founders will plow through a demo, feature by feature, area of the product by area of the product, droning on for 10, 15, 20 minutes straight. Remember, you're not trying to teach them about your product. Further, people don't buy features, they buy solutions, trust, and relationships.

Before the day/hour of the demo:

Personalize the Demo

Do your homework in advance. Research prospects to determine their interests and needs. Use LinkedIn to learn about their background and their role within the organization. Setup your demo pre-slides to include relevant customer names for their niche. Review their website and their Facebook page. Know their menu in advance, be prepared to use their menu items/language in your demo. (I see you do wing specials on Tuesday, let's look at how easy Linga POS can help with that)

Test your story. Try it on neutral audiences, as well as your own colleagues. Use their feedback to improve and refine your demo – and practice. The more prepared you are, the higher your chances of a successful demo. Have support resources available every time you demo, just in case you need them.

Calendar invites need dial-in information and a link to the meeting site. If customers aren't using your online meeting platform, they may need to set it up in advance – alert them to this.

The pre-demo: conversation before starting the demo

Start with introductions and a summary of previous conversations. Introduce other participants from your side and make their roles clear.

Use this time to establish a human connection and set expectations. If you have planned to spend time on functionality that seems not to be relevant to the problem, make a note to skip that section.

Spend time understand the buyer, their needs, how they would use your product and focus in on those points. Make sure you understand why your prospect wants to see your solution. Cover the qualification questions. Many top sales people have higher closer rates because they are diligent on qualifying, and not afraid to push unqualifieds back to top of funnel, drip, or "check back later" status.

Once you know what their key pain is *stop interrogating them*. Almost any other question that you might want to ask during the call can be asked more conversationally during the demo.

During pre-demo:

Useful questions:

1. "Just so I make sure I focus the demo on what's most important for you, why did you take this call? What are you hoping to see?" A good follow-up (if they haven't answered already) is to dig in *with one more question* to find out a little more about how they're solving it today.
2. "We both want to make sure the fit is right for your needs. If you feel what I'm sharing with you is on track with what you need, let's agree to take the next step to get questions answered for anyone that has a stake/influence on your decision. If you feel that what I'm sharing is not a fit right now, please let me know, and we can check back in a few months to see how you're doing. Does that sound reasonable?" That lets them off the hook if they aren't ready, and more importantly, gets them to admit they will agree on a next step. You can bring that up later if they aren't returning calls. It holds them accountable for a commitment to take the next step.

Don't assume any of the qualifying criteria

Don't assume any of the qualifying criteria. It doesn't matter which criteria you use to qualify opportunities, whether it's BANT or something else – never assume a prospect has any of the qualifying criteria unless they say it out loud.

Delivering the demo:

Capture the audience's attention right from the start. Present a compelling vision; illustrate the value prop, or ROI. You're building a story, and all good stories need a strong intro to hook an audience.

State the problem in terms a buyer would use, including the consequences of not addressing it. Then introduce the solution.

Resist the urge to show prospects everything. Focus on three to five areas that resonate most with them.

Aha! - Make sure your demo has an “a-ha” moment. You want your demo to be memorable and have a sense of urgency.

Pause frequently – make sure the points of differentiation are fully understood. Try to avoid forcing attendees to watch you type. Avoid awkward mouse maneuvers – practice using keyboard shortcuts.

Focus on what you want your audience to learn – not what features you want them to see. Your goal should be to tell the story the prospect needs to hear today, given where they are in their customer journey. Be sure to share how other similar companies use your solution. Be industry or role relevant.

Listen - Because there’s no body language to watch for in online demos, you need to listen even more carefully.

Check for engagement/relevance - During the demo, you should ask checking questions to double check on a prospect’s feelings. Pay close attention to what’s being said and – if you’re doing the demo with a colleague – compare notes at the end to see if you heard the same thing.

Lead with the challenge or pain the buyer is trying to solve: "You mentioned that XX is a critical challenge you need to solve, let me show how you can solve this."

QCRC Technique:

QCRC. Encourage Question Confirm Respond Check. This is an awesome Q&A pattern to use to develop empathy with a prospect.

Example:

Prospect: “Getting started seems like a lot of work.”

Me (Encourage & Question): “Yeah, I can totally understand that reaction. It does take some effort to get started depending on how many widgets you’ll be loading. About how many menu items do you think you’ll be maintaining?”

Prospect: “Maybe about 40.”

Me (Confirm & Respond & Check): “Yeah; 40 can definitely seem overwhelming. But the good news is that it’s a one-time effort that our Customer Success team really helps you out with at the beginning. We have customers with well over 100, and the started getting lots of value after the initial handful to their key retailers were set up. That make sense?”

Earn the Right to Ask Questions. When you show them something you can think of it as earning the right to ask a question about them. Tit for tat. “You can see here we have 300 modifiers loaded into the system from some of our customers like XYZ. How many modifiers will you have?” Use this technique to learn about them over the course of the demo. Likewise, if they ask a question of you, you can ask one of them after you respond. Key is to make it feel like a conversation not an interrogation.

Closing conversation after the demo:

When your demo is finished, you want your prospects walking away with an action to move forward in the next step in the discovery. If you got them to agree to take a next step up front and get “yes’s” along the way, this will be easier.

Articulate a plan with next steps at the end of your demo. Secure the next calendar date/time before ending the conference. Thank all attendees for their time – still the best practice for any demo – online or in-person.

After the demo call is over:

Write a great follow-up email.

If you ended the demo correctly, you already secured a time for your next phone call with the prospect before hanging up. In your follow-up email, send them a calendar invite to confirm the upcoming meeting, but don’t just stop there. You don’t want to send a boring email with a calendar invite and nothing else – offer the prospect a link to a case study or white paper that bolsters your solution to the prospect’s pain points, as uncovered in the demo. Or maybe send them a demo video that they can share with others on their team, to get everyone else on the team excited about your product as well. An informative email shows a prospect that you’re paying attention to their needs, and will help reinforce whatever you discussed on the call.

- Send relevant content for their niche, pain points, or supporting our credibility and trust.

- Offer competitive comparisons or testimonial videos/papers

- Connect on LinkedIn Resources:

https://blog.hubspot.com/sales/how-to-deliver-the-perfect-sales-demo