ParkerGale
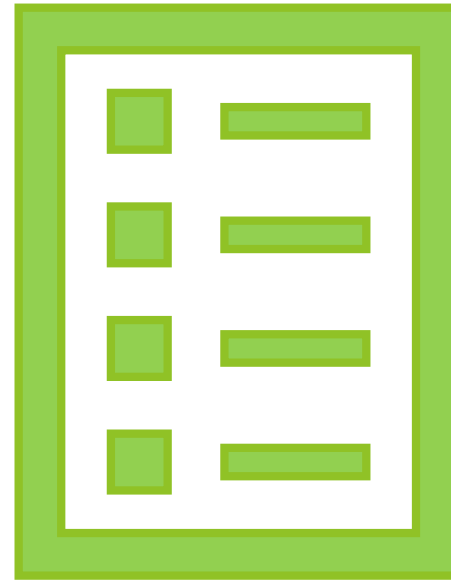
PRODUCTS THAT MATTER.
CULTURES THAT LAST.

SalesNv
Fine-tune your sales engine

3rd Annual Revenue Summit

10 badass demo tips

What's in it for me? (WIIFM)

Accelerate pipeline velocity

Improve demo-to-close ratio
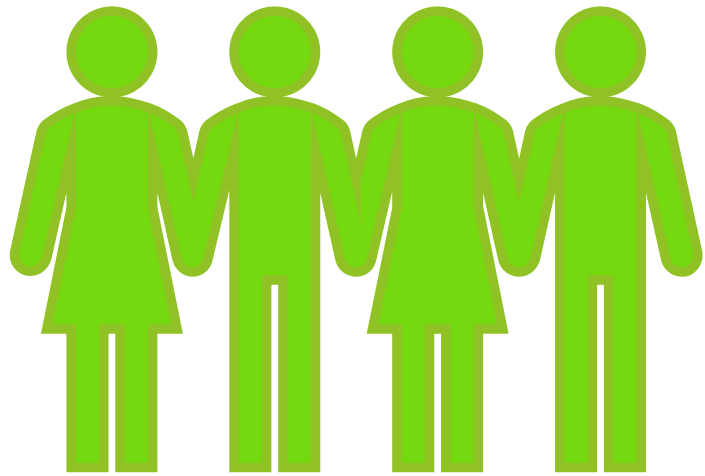
Shorter demos

Fewer demos to close

More deals at list price

1. Know Buyer personas

Write Buyer Persona definitions

- ▶ Day-in-life with/without your software?

- ▶ Responsibilities?

- ▶ Key performance indicators?

- ▶ Why buy?

- ▶ Etc.

2. Pre-plan demos

Use pre-demo checklist

- ☑ Buyer Personas attending?
- ☑ Each attendee's biz challenges?
- ☑ Demo objective?
- ☑ Demo agenda:
  - • Feature Sets to demo?
  - • Conversations to anticipate?
- ☑ Who'll do what?
- ☑ Grand finale?

3. Deliver engaging opening

Engage minute-one!

How will you draw your audience in?

Think:

▶ **Mission Impossible**

▶ **James Bond**

4. Body:
persuade to purchase

Buyers want demos that explain

💼	**How solve *my* biz challenges?**
	Why better than status quo or competitors?
$	**Why worth it?**
⚙️	**How implement it?**

5. Close: next steps

Gain commitment for Buyers' next step, *or not*

▶ Lead Buyers through *their* pre-defined purchasing process

6. Write talk track

Talk Track =

What you say, write each:
- ▶ Word
- ▶ Sentence
- ▶ Paragraph

What you show, select:
- ▶ Illustrations
- ▶ Graphics
- ▶ Images

7. Rehearse

☑ Use coaching software

☑ Roleplay during team meetings
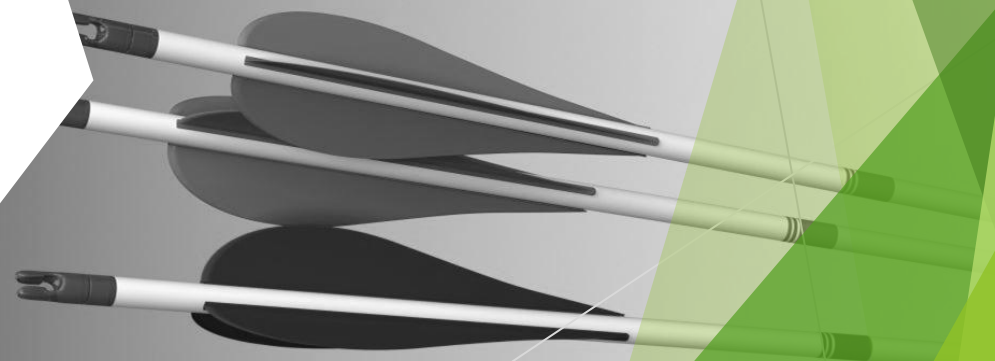
Practice

Drill

Rehearse

8. Teamwork

Align Demo Team

Coordinate roles of your sales team; who'll do what?

- ▶ Account Executive
- ▶ Sales Engineer
- ▶ SME
- ▶ Executive

9. Top Tier Prospect

Define your Top Tier Prospect

Write *detailed* definition of an ideal Prospect:

- ► Company attributes
- ► Demographics
- ► Catalysts for interest
- ► Stage of growth
- ► Number employees
- ► Etc.

10. Sales minutes

Think & speak in "sales minutes"

In an ideal world, every sales minute of every day would be spent either:

▶ In conversation with Top Tier Prospects

▶ Preparing to have those conversations

Strive to maximize your sales minutes!