HOW TO DO A KICK ASS DEMO

INTRODUCTION

In the quick and dirty world of sales today, demo's, that being product demos, are a critical part of the selling processes. For SaaS sales people, (account executives, and SDR's alike) product demos are your life blood, get good at them and you're certain to hit your number. Do them poorly, and you're screwed; good leads are wasted, marketing is pissed, and you're not hitting your quota.

Understanding the importance of demos to make quota and the sales process, it's critical to get them right.

Yes! There are a right way and a wrong way to do demos.

Here're a few things to think about as you read this ebook and build your demo framework.

- It's not about you or your product: Your customers could care less about you, your product, your company, etc. All they care about is, can you help them run their business. Will their life be better because of your product or service or not?

- There is NO room for "If's" in your Demo's. If you find yourself saying "if," in the demo when referencing a feature, you're doing it wrong and you're headed in the wrong direction.

- NO Discovery, NO Demo: If you can't get the client to participate in the discovery process before the demo, don't do the demo.

- Your objective is NOT to highlight every feature your product or solution has. It's to align the features with the specific problem(s) your buyer is struggling with.

- If what you're showing isn't connected to a real business problem, don't show it.

Demos are not meant to be product highlights or product showcases. Good demos demonstrate how problems will be solved and how opportunities will be leveraged. Good demos temporarily and virtually insert the seller's product into the buyer's world. They are like digital or virtual changing rooms where the buyer can see how everything fits.

Good demos let the buyer try on your product for fit. Like a changing room, the buyer wants to see how your product fits their unique body type, curves, and all.

If you're not aligning your demos directly to your customers business issues, you're doing shitty demos and your number are going to suffer because of it.

This ebook is going to walk you through the best and most effective way to leverage demos to maximize your ability to close the sale and accelerate the sales process. No more wasted time, missed opportunities, or disconnected buying cycles.

> Demos are one of the most effective ways for salespeople to drive sales, but only if they are done RIGHT!

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SHARE EBOOK

Before the demo is the discovery call.

The discovery call is the most important step in a kick-ass demo. The discovery call is the pre-call you set up **BEFORE** the demo to get a specific understanding of the prospects unique business needs and objectives. A discovery call done correctly acts as a compass allowing you to know where to take the demo. Without a robust discovery process, the demo becomes information overload, a blind sales maneuver. A demo without a discovery process is a show up and throw up exercise, as you the sales person are desperately trying to connect to the prospect by highlighting as many features and functions as you can.

Selling in the dark isn't OK. It wastes everyone's time.

Don't waste time, do a discovery first.
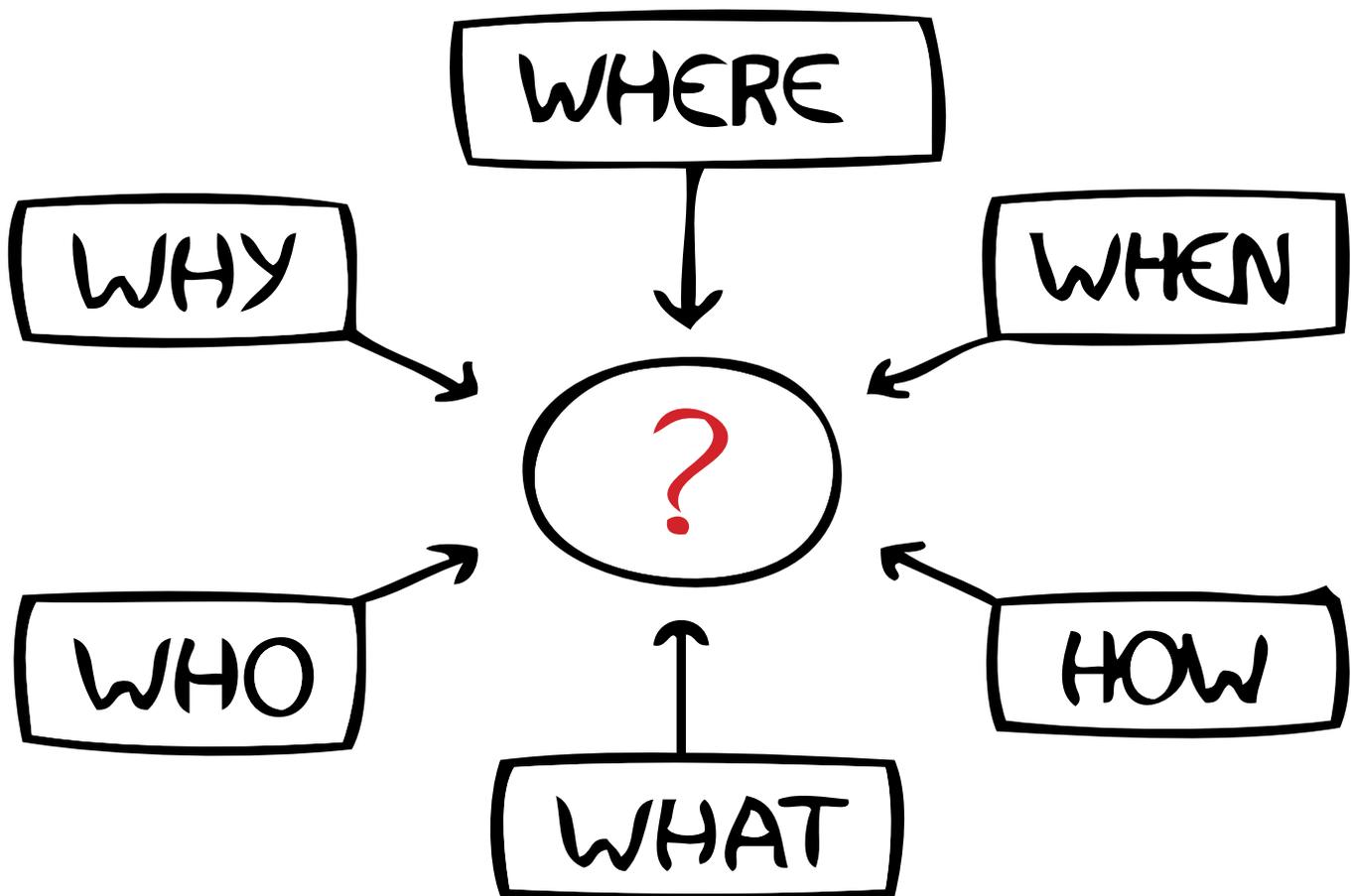
NO DISCOVERY, NO DEMO

A Real Discovery:

1. **The discovery must be a separate call from the demo: This is non-negotiable.** You're going to want to combine them. You're going to try to convince yourself you can spend the first part of the demo getting the information you need. Well, you can't. You can't do a good discovery call without taking too much of your demo time or the opposite. Therefore, before you do any demo, for anyone, you schedule a separate discovery call designated to learning all you can about their business and motives for change. If the prospect says no, then gracefully let them know the discovery is part of the process and is for their benefit and when they are ready to do a discovery, it will be your pleasure to do it and the demo. Let me say it again: *NEVER DO A DEMO WITHOUT A DISCOVERY CALL FIRST.*

HOW CAN I HELP YOU?

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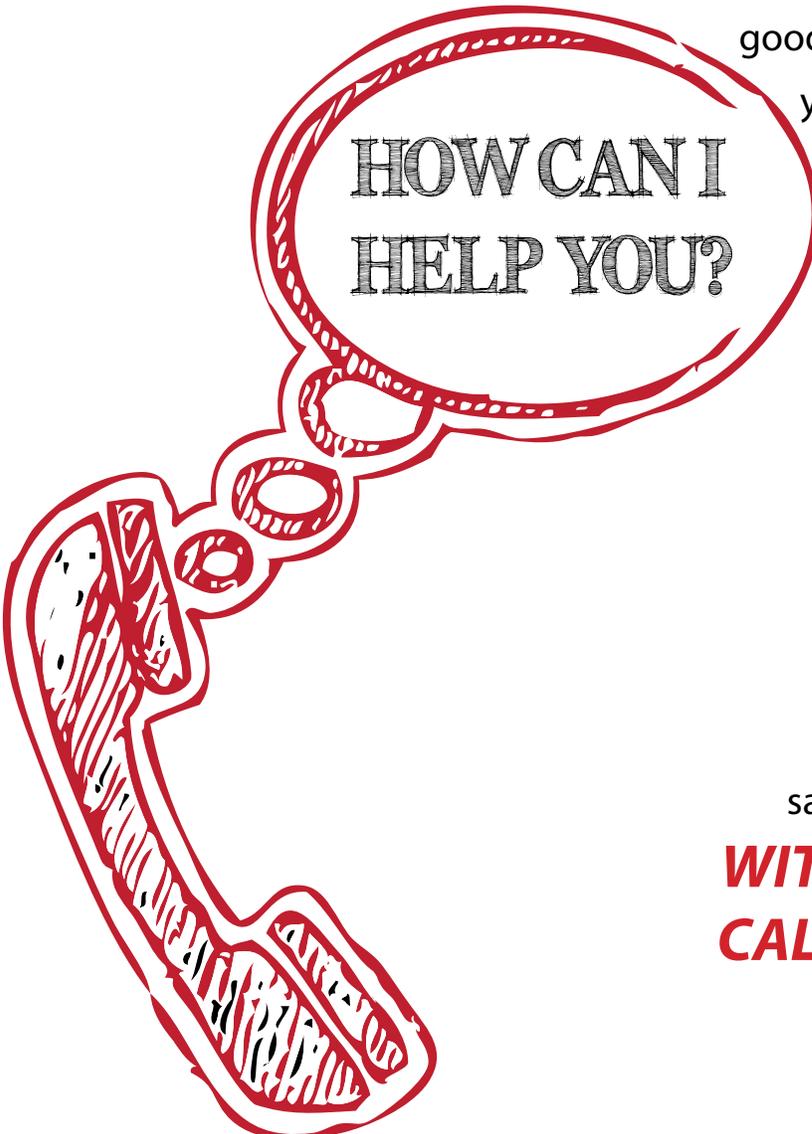
2. Find out what the prospects real business problems are:

A prospect or buyer has chosen to engage with you because they have a problem. Something isn't working for them. It could be a big problem or a little problem, but there is enough of a problem they've agreed to engage with you and give you 30 minutes of their time. Therefore, it's your job to find out what it is and how many problems there are. Your job is to dig deep, it's to find out why they were willing to meet. What challenges they are having in their organization (problems your product or service can solve.) Don't waste time on problems or issues that aren't germane to what you can solve. Zero in on real business problems in your wheelhouse.

The key to getting to a buyer's business problems is to ask questions around known issues or problems your product or service addresses or solves. If you don't already know this or don't already have a solid understanding of the problems your product solves, then stop reading this and call your sales manager, cause you're screwed. For those of you who do know, start probing.

The BEST frame for probing is asking "how" questions.

HOW QUESTIONS

How questions are differentiating questions:

The best way to do a good discovery is to ask "How" questions. How questions are questions that get to how a buyer does something. How questions allow the sales person to find the real opportunities for the sale. How people do things is what differentiates one company from another. If you want to understand where the opportunities are for your product or service, start asking questions that break down their approaches or processes. The key is to ask questions that uncover the approaches and processes of your buyer. How do they do what they do today? Where are the inefficiencies? Where do they struggle? What frustrates them? What processes create road blocks? What aren't they doing that creates risk, leaves them exposed or could potentially be costing them money? **Process questions set you up to do a comparative analysis.** How they do it today vs how they could do it tomorrow. Good process questions look like this:

PROCESS QUESTIONS

Would you mind sharing how you . . .?

I'm curious, how do you address . . .?

When you . . . what happens?

What happens when you execute xyz process?

What is your process for . . . ?

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In each of these questions, the objective is to get your prospects talking about how they execute the critical business processes your product or service can improve on. The idea behind this type of questioning is that once you know how they do something today and if it can be done better by your product or service.

FOR EXAMPLE:

If your product or service helps companies improve commission payouts and compensation distribution, you'd want to consider questions like:

1. Would you mind sharing how you pay and reconcile commissions today?

2. I'm curious, how do you address or handle clawbacks, when reps are over-paid.

3. What's your process for paying reps when they have a tiered commission structure and exceeds quota one quarter, but misses it the next quarter?

4. What is your process for addressing different commission rates for different products? How do you handle all the different commission payouts for multiple reps?

5. How do you reconcile commission payouts with commission plans at the end of the year?

WHAT'S THE IMPACT

Notice all of these questions dig deep into the processes of a buyer. Particularly targeting issues or problems you know your target market generally struggles with. When you can get this type of information, you are quietly building an arsenal of powerful solutions that can address some, or all the buyers current shortcomings. If the buyer is unable to reconcile commission plans at the end of each year or it takes several days of a person's time, and they are fraught with errors, then showing them how your report takes less than 45 minutes and is all automated, is a must for the demo. However, without having done the upfront discovery to uncover the challenges, issues and problems of your buyer, you wouldn't have known what features to show. Get really good at how and process questions. It's the key to a killer demo. The more inefficiencies you can ferret out, the more opportunities you have to sell your solution. It's all in the questions people.

Have your questions ready before the discovery call.

Do your research early and make some assumptions on what types of problems you think your prospect will have. Know what you want to be looking for. Being prepared with questions improves the value of the discovery call, particularly when you know what problems you're hunting for.

Remember, the entire objective of the discovery call is to find problems. You're a hunter and the discovery call is your safari.

THERE ARE NO "IFS" IN A DEMO

There are no "Ifs" in a demo.

This is the most important litmus test in demoing. If you can give a full 45-60 minute demo without every saying "if," you've done a good demo.

What do I mean by doing a demo without saying "if?" I mean, you never say; "If you have this problem, then... "Or "If you struggle with this issue then you'll like this feature." If you are saying "if" in a demo, you're doing them wrong. There is NO room for "if-then" statements in demoing. Demoing should be a highly targeted, highly customized experience for the buyers. They should feel the demo they are getting is a customized demo just for them.

The only way to ensure "if-then" statements don't creep into the demo is to do a thorough discovery process, identifying as many issues your solution can resolve as possible.

"THERE IS NO ROOM FOR "IF THEN" STATEMENTS IN DEMOING"

Document your findings:

Once you've found an area for improvement that you want to highlight during the demo, document it. Write it down. Make a list of all the issues your buyer is struggling with. Make a comprehensive list in your CRM. Be sure to document all the issues and the impact of the issues.

Remember, you want to know how they do things AND the impact on how they are doing them.

DOCUMENT YOUR FINDINGS
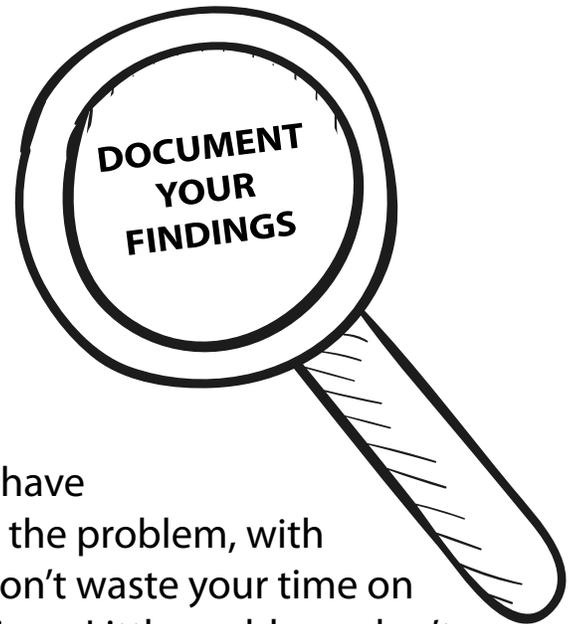
Once you've documented all the issues and their impact on your target organization, rank them in order of opportunity or impact you can have on their organization by fixing them. The bigger the problem, with the biggest impact is where you want to start. Don't waste your time on little problems. Big problems create big motivations. Little problems don't.

This list of your findings is the map for you demo. It is the ONLY thing you focus on. Remember, there are no demos "If's" when doing a demo.

IF YOU'RE SAYING "IF" THIS OR "IF" THAT, THEN YOU'RE DOING IT ALL WRONG.

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THINK LIKE A CHANGING ROOM

Your job is to make your prospect feel special, like they're trying on your product or service to see how it fits. People don't want one size fits all. They're willing to do a demo to see how your offer fits them and their specific customers. Not for a general description.

The demo needs to allow the customer to see themselves using your product or service. They need to visualize their organization getting benefit from implementing your offer.

A demo should be an intimate, customized, demonstration targeting the specific, unique, elements of your target customer.

Like a mirror in a dressing room, they should see exactly how your product is going to look on them.
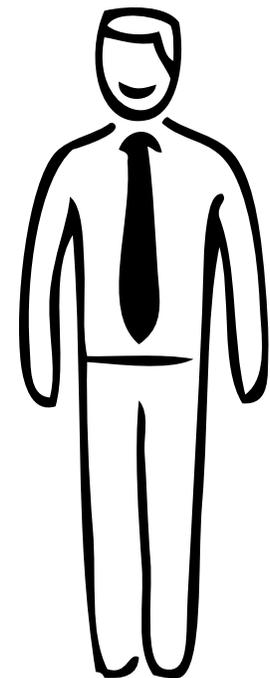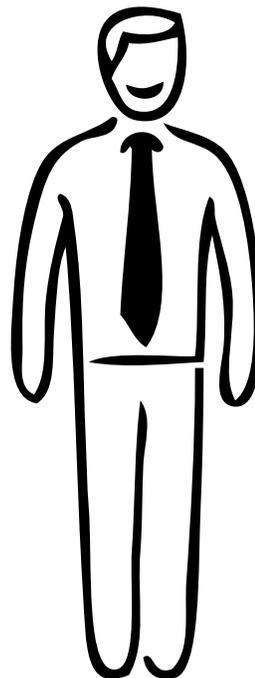
DON'T SHOW EVERY FEATURE

Don't show every feature. Don't show most features. Don't show the majority of features. When you're doing a demo quantity losses. People don't have the time, desire or inclination to be overwhelmed with all the shit your product or service provides.

FOR EXAMPLE:
Do you have any idea what your iPhone can do?
Are you aware of all the "cool" features it has? Did you know
that you can change the shape of the app icons? Did you know that
if you shake your iPhone you can undo your last change? There
are tons of features many of aren't aware of. Check out this list of
40. Some cool ones in **here.**

For most of us, we learned about cool tricks and features after we bought the phone. We didn't buy the phone for these features; they weren't part of the "buying" decision. Yet we still bought the phone. This phenomenon is nothing new. Your buyers are no different. Your product may be packed with features, but prospects who buy will buy because of only a few. *IT'S QUALITY OVER QUANTITY THAT MATTERS.*

Understanding this, only show a small portion of the features your product offers that will ignite your buyers curiosity.

Remember the objective of a demo is to get your buyer to see your product solving their biggest problems or issues. They are not a wall for your demo spaghetti. Don't through all kinds of shit against them, hoping something sticks.

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THE 6 FEATURE DEMO

The six feature demo is the idea that a targeted demo should not highlight or show more than 6 critical features. Here's the deal. If the objective of a demo is to help a client solve their most pressing business problems, then showing more than 6 key features is almost impossible as a prospect rarely has more than a handful of key business problems.

Although buyers can have lots of needs and wants, it's rare to have more than 3 or 4 business problems. Therefore, if you're showing more than six features, you are most likely veering off course, demonstrating things with a diminish return.

FEATURES

Time Matters too:

In addition to the fact that a customer rarely has more than 3-4 key business problems. A traditional demo is only an hour long, therefore, if you're showing more than 6 features, you're not giving each feature the appropriate amount time. You're moving through the demo too fast, trying to get in as much as possible and not connecting the feature to their current processes.

It's better to spend more time on a feature and highlight it's business value than it is to spend a little bit of time on a whole bunch of features. Show up and throw up offers little value.
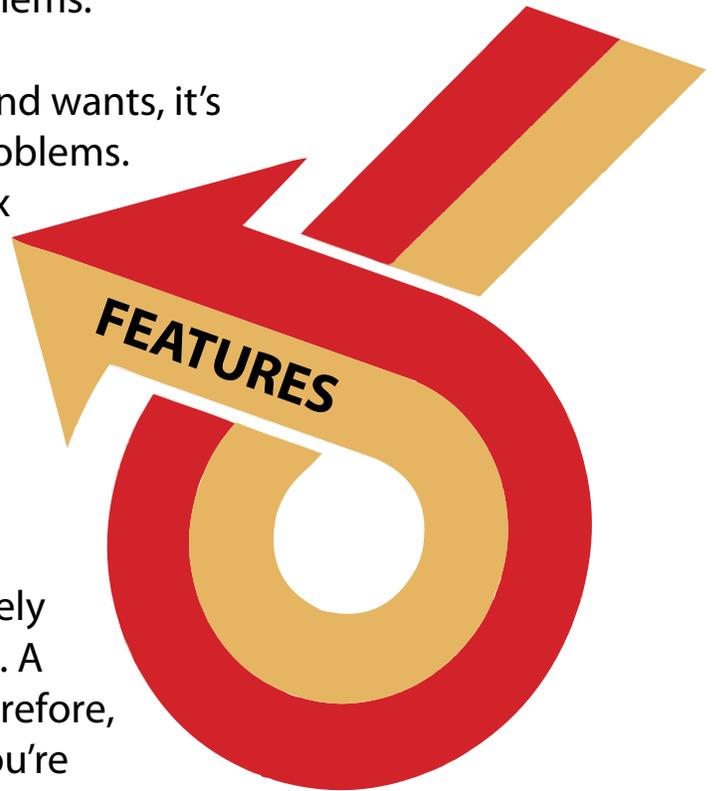
To be clear a "feature" can include a number of smaller "features."
For instance, if a customer is having trouble marketing to their existing base and it's costing them upsells and increased churn, it is perfectly OK to show two or three of the "sub-features" that allows them to better market to their base and solve their churn problem.

The key point here is, you shouldn't be showing or addressing more than 6 key features or business problems in a demo. It's just too much.
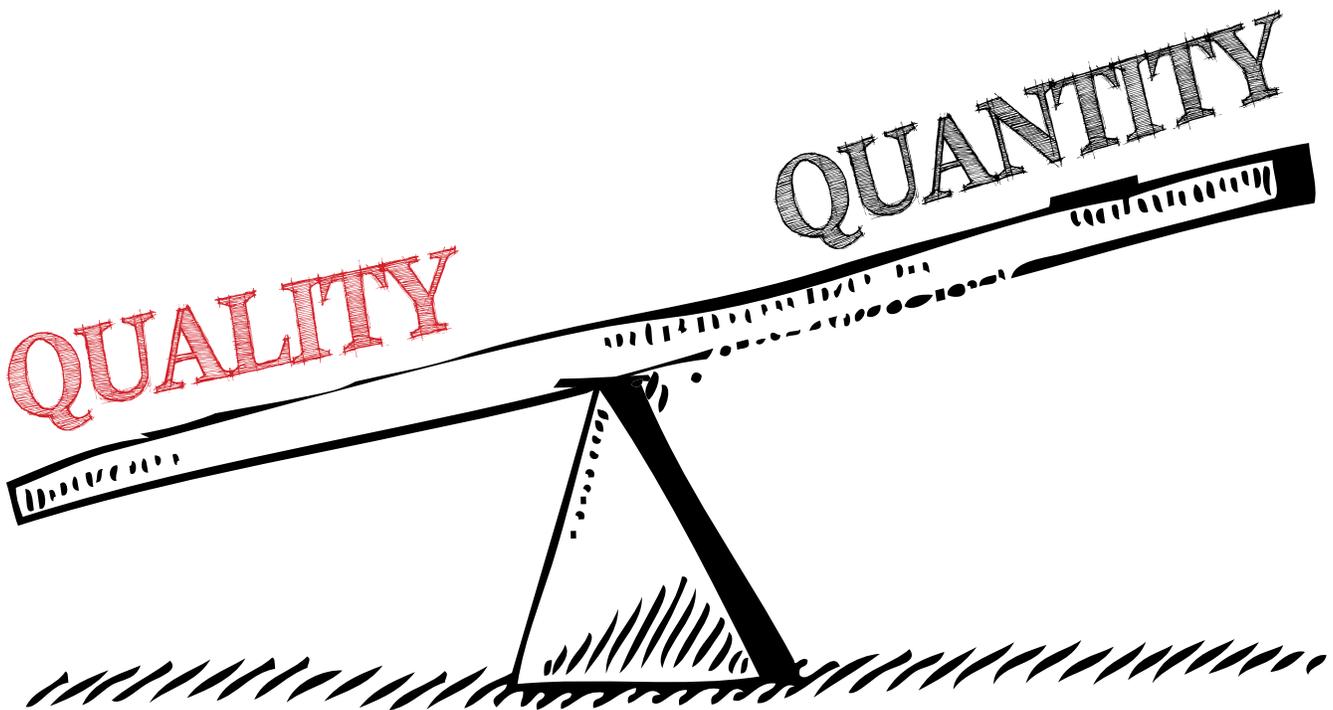
Quality of quantity is key when demoing.

CAN YOU SEE THIS HELPING?
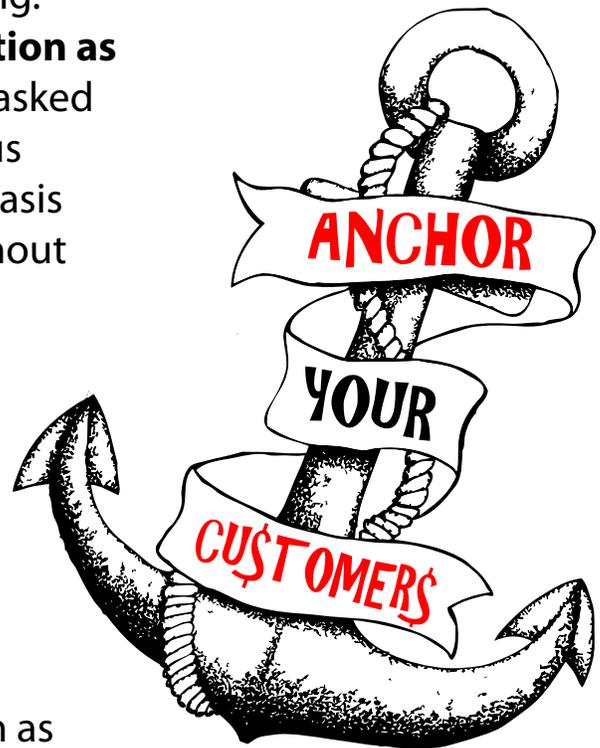
There is a term in psychology called anchoring. **Anchoring is the use of a piece of information as a basis for a decision.** For example: If we're asked how much a home costs in Denver, most of us would answer by using our own home as a basis for the cost, regardless if it is accurate or without considering other sources of data.
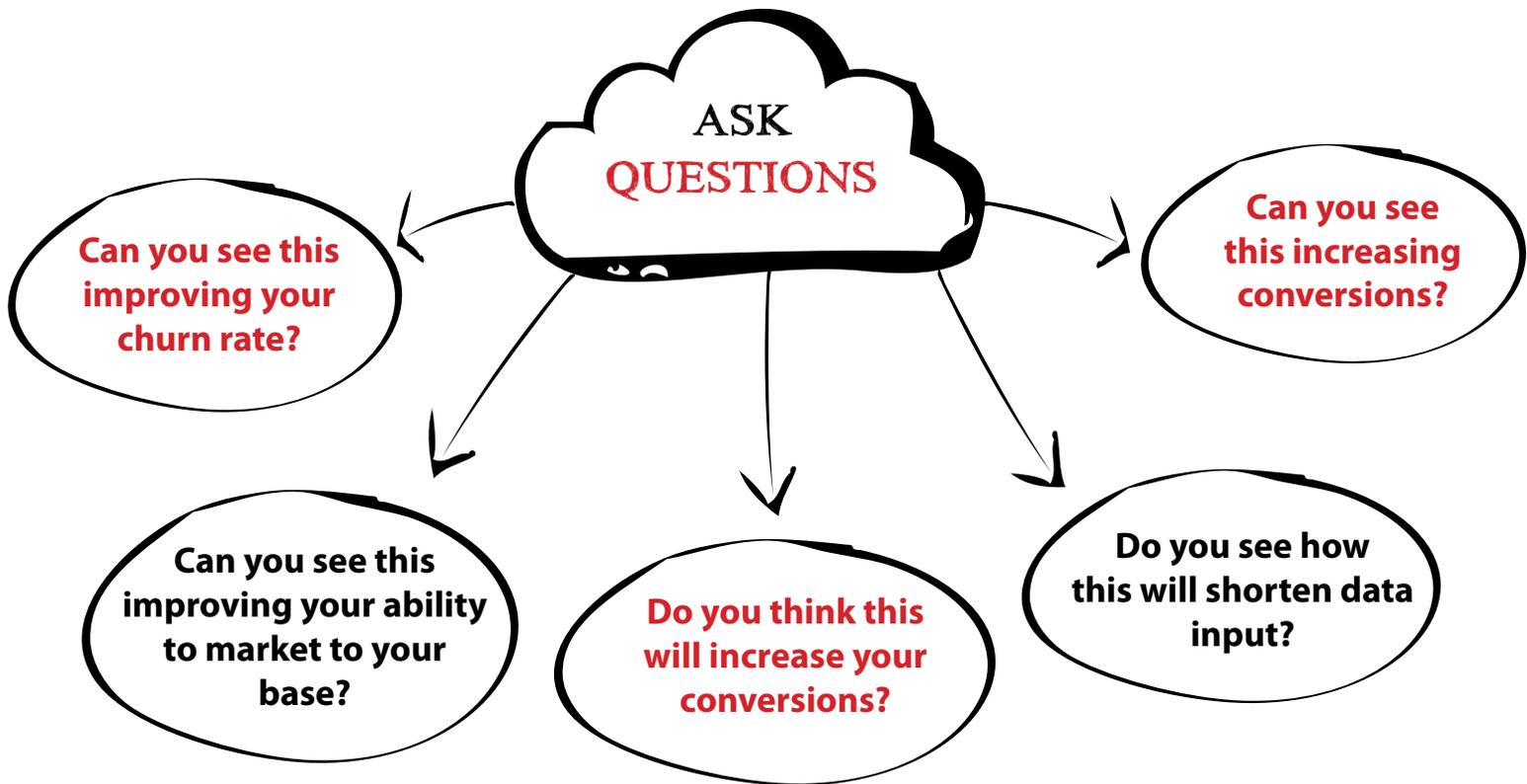
The goal of a demo is to "anchor" your customers in your solution in the same way.

You want your prospects to see your solution as the solution to solve their problems and the best way to do this is to continually ask, "Do you see this helping you . . . ?

The key objective in sales is to change. We are trying to help our prospects institute change. Prospects are evaluating changing from their current state to a future state. By anchoring or focusing your prospect in the future state, you increase the chances of buying.

As you demonstrate a feature, be sure to ask your prospect if what you just showed them would help them achieve their goals. Ask questions like:

ASK QUESTIONS

Can you see this improving your churn rate?

Can you see this increasing conversions?

Can you see this improving your ability to market to your base?

Do you think this will increase your conversions?

Do you see how this will shorten data input?

By getting affirmation of the **VALUE** of each and every feature you show, anchors your prospects in your solution and grounds them in a power future state. In addition, as you look for confirmation of the impact your product features deliver, you are able to gain valuable insight into their reactions. By asking these types of questions, you're able to ascertain how impactful the features are, and how much improvement can be achieved.

Customers buy based on value and therefore, the more value you're able to create, the greater the chances are you will close the deal.

Hitting the Bullseye

There is another nice benefit to asking validating questions as you move through the demo. It allows you to determine if you're hitting the mark.

For example: If you're showing a feature or set of sub-features and the prospect says they don't feel it would help. You can find out why and start digging. You can use this as an opportunity to stop the demo and dig into their issues. It's an opportunity to get a better understanding of how they are doing what they are doing and what they are looking for.

If you did a good discovery call before hand, then this shouldn't happen, but sometimes prospects have unique processes or we just miss the mark. Finding out if you're on track and hitting the target during the demo is far better than finding out after the fact. There is nothing worse than finding out later in the sales process that the buyer didn't see how your solution, feature set could have helped them out.

Asking validating questions keeps you on track, but also prevents weeks, or event months of lost time trying to get a sale to close that went off the tracks in the first few weeks.

At the end of every feature you demo don't forget to simply ask, "Can you see how this will improve, or shorten, or grow, or minimize, capitalize on . . . ?"

Make sure they see the see the same future state you do. Anchor your prospects in a powerful vision of the future.

DO IT RIGHT

Demos are no joke. They are powerful tools in the selling process, that if done right can yield tremendous gains. Therefore, don't take demos lightly.

- ✔ **Never do a demo without a discovery call**

- ✔ **The discovery call MUST be done separately from the demo**

- ✔ **Know what problems you're looking for before you start the discovery call**

- ✔ **Focus on "How" and "process" questions**

- ✔ **Never say "if" in a demo**

- ✔ **Customize the demo to each prospect**

- ✔ **Only show the features that solve a clear business problem**

- ✔ **Remember the "Six Feature Demo"**

- ✔ **Anchor your prospect in a powerful future state**

- ✔ **Validate they see your solution helping**

- ✔ **Aim for the bullseye**

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If you'd like help improving your organizations Demo capabilities, check us out at:

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