

How to deliver the ultimate demo

A sales demo is the perfect opportunity to show off your product / service to a prospect in a way that is most applicable to their own business. The goal of a sales demo is to convert prospects into clients as you show them how your offering is the ideal solution to their challenges.

But how do you deliver the ultimate demo everytime?

Personalise it

Although your prospects are likely to have a lot in common, they will also have their differences. Because of this, it is important that you personalise each demo you deliver based on information you have gathered about their business beforehand.. Ensure you are only telling them the essential information that is relevant to them and that you are best demonstrating how your product or service is the perfect solution to their specific needs.



Structure

Make sure your prospect knows your intentions and objectives right at the start. Providing this context early on enables you to frame your solution around their challenges and direct the narrative in your desired direction. Ensure you prioritise product / service features in line with their specific pain points, so you can begin showing value immediately.

Include real data

Data sells. It paints an accurate picture of your product / service but more importantly, its ability to make huge, positive impacts on your customers. Include real data about your company's success and case studies and testimonials of clients similar to your prospect where you can.

The demo to a sales team plays the same part as the climax in a film. Where all of the action comes to a peak moment when everything comes together, or not as is sometimes the case! Considering the 8 steps above will improve your chances of delivering a blockbuster demo, every time!



Keep them engaged

Speak the same language as your prospect. Note how they talk about their business and their challenges and use the same terms and phrases. This creates a sense of ease between you both as they feel understood by you and reassured that you can help.

Speak the same language

TONE

Entertain them

We are all human and love to be entertained. If you aren't enthusiastic about your own demo, how can you expect anyone else to be? Alter your tone to create excitement and use gestures to pump up the energy. This will make your demo more fun and memorable.

ENERGY

Be silent and pause

Silence is so powerful in a product demo. It has been proven that a 3-7 second silence gives your prospect the opportunity to reflect on what you are telling them. Allowing this reflection time means they are likely to give more away in terms of what they think of your service, which allows you to read this and adapt your demo accordingly.

Listen

Yes, your demo is your time to shine but it can only be a success if you impress the prospect and they convert. To achieve this you absolutely have to listen to them. Listen to their concerns, their questions and their feedback. This will enable you to continue to personalise the demo and not only that, but learn and develop for future demos too.



Prepare for the unpredictable

Once you have been in the job for a while you will be familiar with the common objections you are faced with from prospects throughout the sales process. Make sure you are armed with your solutions to overcome these and that they are as relevant to the prospect as possible.

