

THE SCHOOL OF PRODUCT DEMOS



PRODUCT DEMO SKILLS

Easier to Understand. Easier to Sell. Easier to Buy!

COURSE OVERVIEW

The Presenter is Your Best Differentiation!

Customers don't buy because they understand you. They buy because you understand them!

Learn demo techniques that will set you apart from the competition when you raise the bar on credibility, simplicity and context. Learn how to make your products easier to understand by showcasing your knowledge of the customer's business. Easier to understand means easier to buy.

- » *Live Virtual Classroom: Four Half-Day Sessions*
- » *On-Demand: 60-day Subscription*
- » *Onsite: 2 Days*

COURSE TAKEAWAYS



- » Differentiation that starts in the discovery meeting.
- » Storytelling that makes buyers the centerpiece, not the product.
- » Leading with WHAT & WHY and ending with HOW.
- » Breaking your demo into spoon-size bites to make it look simple.
- » Communicating the buyer's version of your value story.
- » Certification included.



PRODUCT DEMO SKILLS

SESSION 1

4 Hours

Introduction to Outcome-Based Demos

» *Using customer outcomes to make your product simpler and more valuable.*

LESSON 1: Discovery Best Practices

» *Uncover the strategic value bulls-eye, before and during the demo.*

LESSON 2: Create Your Target Customer Footprint

» *Improve your relevance factor by illustrating where your products are used.*

LESSON 3: Framing Your Value Story Around Strategic Outcomes

» *"Why should I hire your product?"*

SESSION 2

4 Hours

LESSON 4: Creating Demo Scenarios

» *Spoon-size stories and scenarios that make everything look simple.*

LESSON 5: Creating Situational Competitive Scenarios

» *Compare outcomes instead of features.*

LESSON 6: Communicating Company Value /About Us

» *Make sure it passes the SO WHAT test?*

SESSION 3

4 Hours

LESSON 7: Delivering Your Demo

» *A Simple value story and techniques to get your audience fully engaged.*

SESSION 4

4 Hours

LESSON 7: Continued

» *With coaching tips on the finer points of a great demo.*

LESSON 8: Product Weaknesses, Questions & Objections

» *Keep the value dialogue on point.*

LESSON 9: Getting Started

» *Get a quick success story to build momentum.*

WHY WE'RE DIFFERENT



PERSONALIZED TRAINING

Learn What Good Looks Like for You!

Experience hands-on, training that's personalized to your products and your markets. You'll learn how to apply unique B2B/B2B2C best practices to your own personalized case study. You won't have to "figure it out" after the training because we'll do it together in the classroom with hands-on learning.



OUTCOMES VS. PROBLEMS

Never Miss the Target for Strategic Value!

When everything is centered around customer business outcomes, their biggest problems find you. It's a clever shortcut that makes it easier for you to build, market, sell and deliver solutions with strategic value from the top down or bottom up.



B2B SPECIALIZATION

Same Principles, Different Practices!

Uncovering and meeting market needs is universal. Unlike our competitors though, we've fine-tuned those principles to meet the specific needs of B2B/B2B2C organizations. You'll learn how to understand the customer organization from the top down, not just users. The result: you'll build, market, sell and deliver **solutions** (for users) that have guaranteed value all the way up the ladder to the C-suite.