

THE SCHOOL OF PRODUCT DEMOS



PRODUCT DEMO SKILLS FOR PRODUCT MANAGERS

How To Make Customer Value The Centerpiece!

COURSE OVERVIEW

Instill Greater Confidence in Your Stakeholders and Customers!

Showcase customer value, inspire stakeholder confidence, and drive higher product adoption with demo skills that communicate your product's value through the eyes of real-world customers.

In this course, you'll learn product demo techniques that project strong market and customer knowledge and make your products look simple with storytelling scenarios that speak from the customer's perspective in a value language everyone can understand!

» *Live Virtual Classroom: Two Half-Day Sessions*

COURSE TAKEAWAYS



1. How to demonstrate features through the voice of the customer.
2. Storytelling that emphasizes WHY the product is valuable.
3. Leading with WHAT & WHY and ending with HOW.
4. Breaking your demo into spoon-size stories to make it simple.
5. Live Demo Certification.



PRODUCT DEMO SKILLS

SESSION 1

4 Hours

Introduction to Outcome-Based Demos

» *Using customer outcomes to communicate greater measurable value.*

LESSON 1: Create Your Target Customer Footprint

» *The foundation for value-based, storytelling demos.*

LESSON 2: Framing Your Value Story Around Business Outcomes

» *Establishing value themes for products/features/releases "*

LESSON 3: Creating Demo Scenarios

» *Value narrative, demo data and presentations to articulate value & simplicity.*

SESSION 2

4 Hours

LESSON 4: Delivering Your Demo

» *Hands-on product demos using the new framework + value coaching.*



[Request Personalized Training for Your Team](#)

Live Online or Onsite

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

It's The Definition of "Customer" That Changes Everything!

Unlike our competitors, we've fine-tuned traditional value principles to meet the specific needs of B2B/B2B2C organizations where you have to go far beyond the users. You'll learn how to understand the customer organization from the top down so you can build, market, sell and deliver **solutions** (for users) that have guaranteed value all the way up the ladder to the department heads and the C-suite.