

### Before Demo

- What are the **Top 3-5 things** the Customer is interested (Prepare and Show Top-Down)
- Proper **Discovery** helps to understand the pain points. The first discovery should not be more than 30 min. After 25 min offer a second discovery (prof if they are serious)
- **Understand the audience:** Before conducting a software demo, it is essential to understand the audience and tailor the demo to their specific needs, goals, and pain points. This will help to ensure that the demonstration is relevant and engaging.
- **Plan and rehearse the demo:** Planning and rehearsing the software demo is crucial to ensure that the demonstration is smooth and professional. This includes preparing visual aids, such as screen sharing or slides, and rehearsing the flow of the demo.
- **Test the software:** Before conducting the demo, make sure that the software is running smoothly and troubleshoot any issues that may arise. This will help to avoid any technical difficulties during the demonstration and ensure that the software is functioning as it should.
- **Gather resources:** Having resources such as customer testimonials, case studies, and information about the competition readily available can help to support the demonstration and answer any questions that may arise.
- **Prepare for questions:** Be prepared to answer any technical or functional questions about the software. It is important to have a clear understanding of the software's capabilities and limitations to be able to effectively demonstrate it and address any concerns or objections that may arise.
- Send a mail out with the meeting details, agenda, and thoughts around recording, webcam etc.
- Set up your home office for remote sessions (Check the Home office Cheatsheet)

### Presenting Onsite

- Make Genuine Rapport:** Establish connection through eye contact and authentic smiles.
- Listen Actively:** Adjust based on audience reactions and feedback.
- Master Body Language:** Stand confidently, use gestures purposefully, and move with intent.
- Craft Precise Content:** Keep slides simple and visually complementary.
- Engage Participation:** Involve the audience with questions and interactive tools.
- Use Breakout Discussions:** Facilitate smaller group discussions for deeper engagement.
- Plan Timed Breaks:** Allow breaks for content digestion and energy refreshment.
- Include Networking Breaks:** Encourage informal discussions during longer sessions.
- Manage Distractions Gracefully:** Handle interruptions calmly and professionally.

- Harness Vocal Dynamics:** Vary tone, pitch, and volume to maintain attention.
- Personalize Your Presentation:** Tailor content to the audience's specific needs.
- Practice Relentlessly:** Know your content to ensure a smooth delivery.
- Receive Feedback Gracefully:** Be open to criticism for continuous improvement.
- Maintain Flexibility:** Adapt to changes and audience interests as needed.
- Dress Professionally:** Align attire with the event and audience expectations.
- Use Storytelling:** Make your presentation memorable with engaging stories.
- Utilize Props Wisely:** Reinforce key points with appropriate aids.
- Check Equipment:** Ensure all visual aids are set up and functioning correctly.
- Engage Pre-Presentation:** Gauge audience mood and expectations beforehand.
- End with a Summary:** Conclude with a concise recap and encourage further interaction.

### While Demo

- **Tell-Show-Tell.** Start with the most important. Keep the demo focused and avoid unnecessary information. Stick to the key features and benefits of the software, and avoid going into too much detail or showing features that are not relevant to the audience.
- Use **real-world examples** and scenarios to demonstrate the software's capabilities. Show the audience how the software can be used in their industry or business and the results they can expect to achieve.
- Encourage audience **participation** and interaction during the demo. Ask questions, solicit feedback, and involve the audience in the demonstration to keep them engaged and interested.
- Be prepared to answer technical questions. Have a good understanding of the software's technical details and be able to answer any questions the audience may have about its capabilities and functionality.
- The use cases with names should be used to get in the role of this person ( always say I'm Kevin, I do, I execute, Avoid to say you can or you should)
- Use the ASD to make notes, organise timing and questions in the chat
- Pause and ask questions to get people's attention
- Do breaks at least every 45-60 min. Use the break timer
- Use the webcam and ask people to join you
- Give at least 10 min at the end for questions, mutual action plan & next steps

### Presenting Remote

- Eye Contact with Camera:** Treat the camera as the eyes of your client to build trust.
- Use Open-Palm Gestures:** Appear trustworthy and non-threatening.
- Center Yourself in Frame:** Maintain equal space on both sides for balance.
- Slow Down Movements:** Make actions easy to follow on camera.
- Solid-Colored Background:** Avoid distractions with a simple background.
- Dress Professionally:** Establish credibility with consistent, professional attire.
- Ensure Contrast:** Create clear visual separation between your clothing, hair, and background.
- Speak to an Individual:** Foster a more intimate connection by addressing one person.
- Avoid Black Clothing:** It can distort depth perception on video.
- Avoid Stripes and Checks:** These patterns may distort on camera.
- Position Notes Close to Camera:** For easy reference without breaking eye contact.

### After the Demo

- It is good to **call all participants** and ask about their opinion, what was good, and what is missing. Should be done by the ASD and one by one.
- **Share the recording & material** via paperflite
- Answer the questions raised and not answered in the demo
- Organize a follow-up call or meeting: Schedule a follow-up call or meeting with the audience to discuss next steps and move forward with the sales process if they are interested in purchasing the software.

- Define Roles & Back Channel:** Establish clear responsibilities and communication with your producer.
- Tech Rehearsal:** Eliminate potential errors and lags before the session.
- Avoid Reading Scripts:** Use your own words and rehearse thoroughly.
- Memorize Key Lines:** Prevent mistakes with key content like value propositions.
- Join Early:** Upload content and test tools before participants arrive.
- Manage Meeting Tech:** Handle chat, participant entry, and support during the session.
- Record & Debrief:** Take notes, review the session, and discuss improvements offline.
- Continuous Improvement:** Review videos, choose one area to improve, and rehearse.
- Good Internet & Equipment:** Ensure reliable connections and optimal audio-visual setup.