

# Erfolgsfaktoren für die Software Produktdemo



Insights und Best Practices  
von führenden Software Sales Experten

**Demodesk**

# Product demos are central to any software sales process

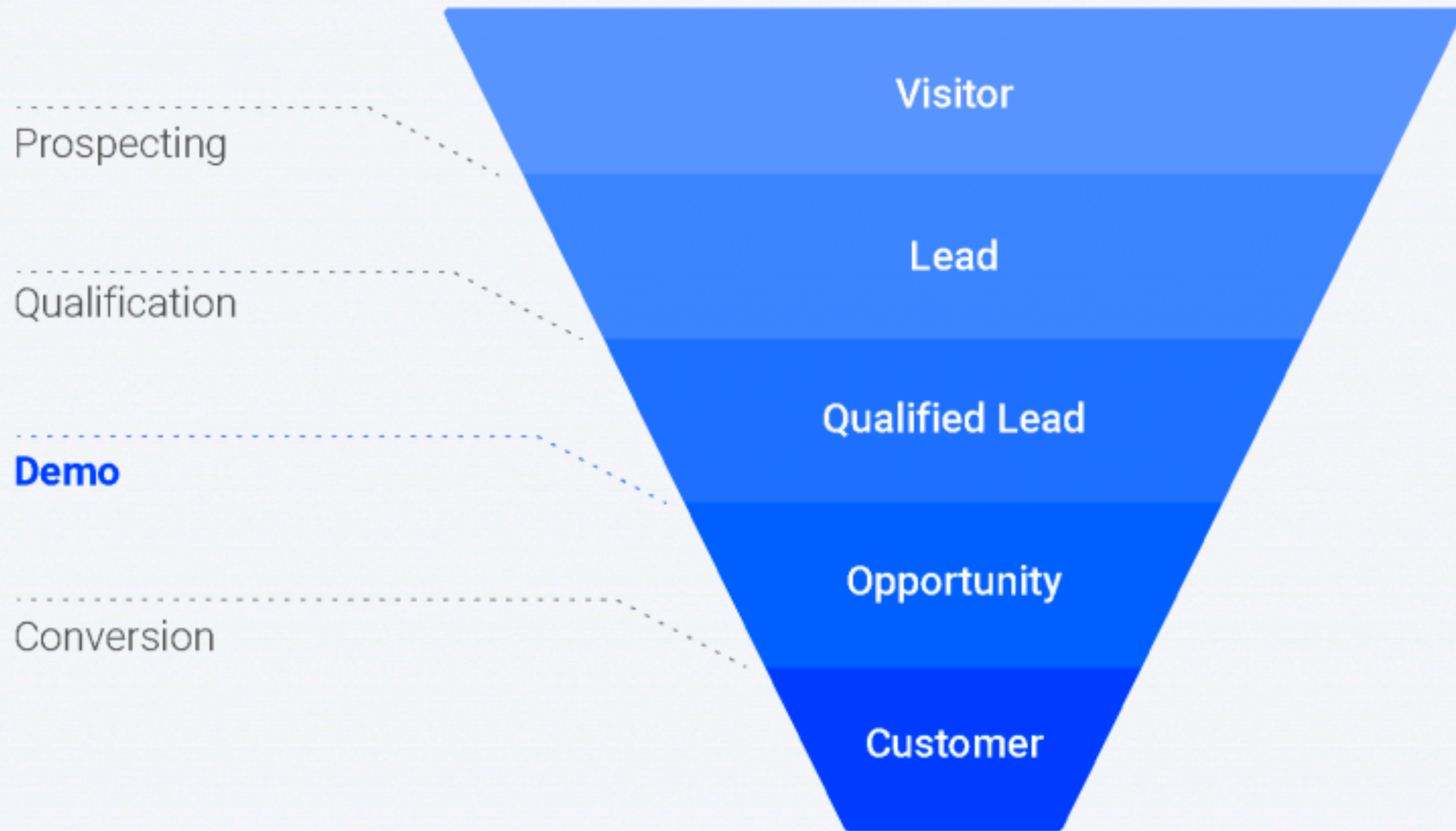


*“There is almost nothing more powerful than a great product demonstration. When done correctly, a demo allows the customer to see and feel how things will be better if they buy (and worse if they don’t).”*

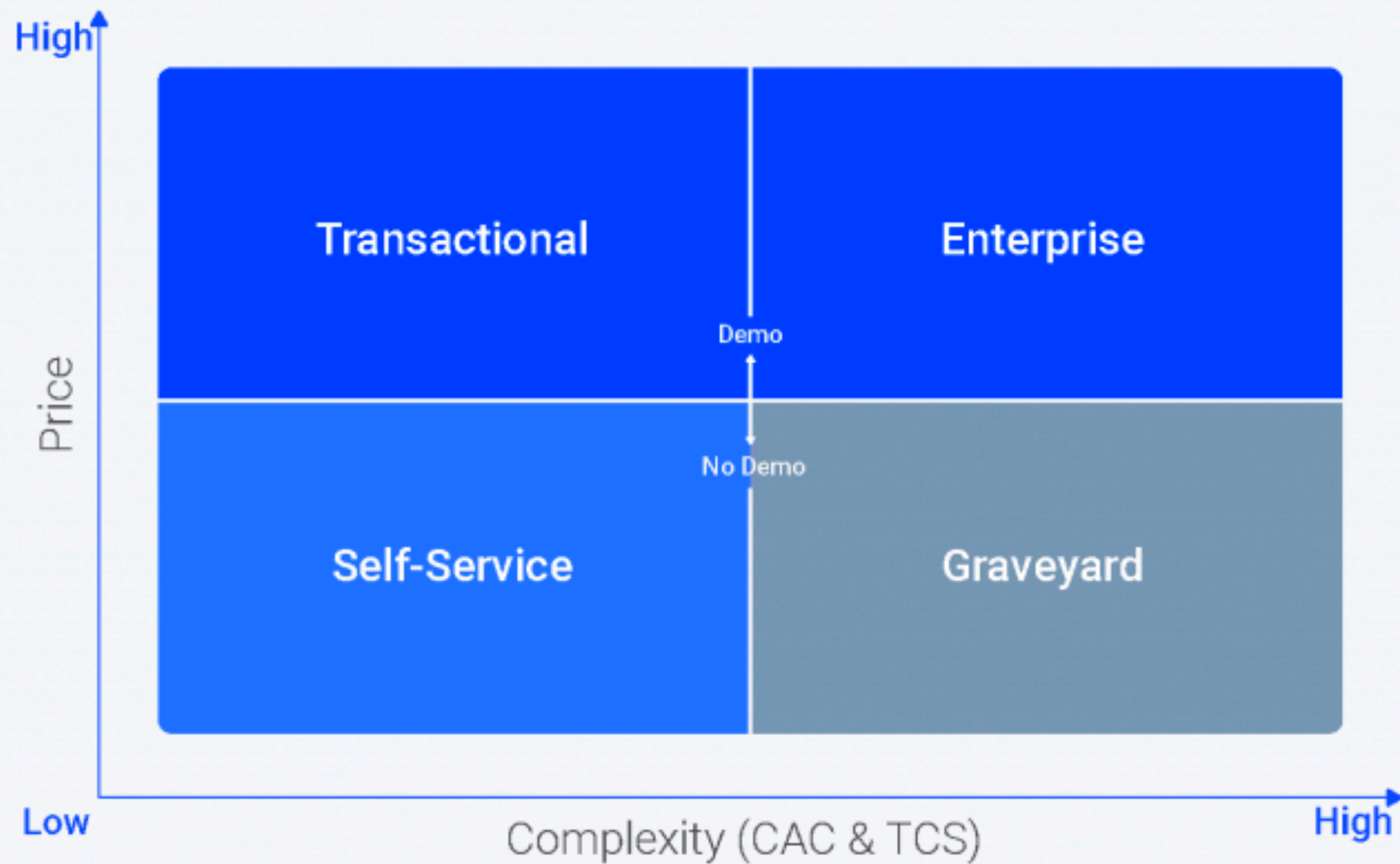
**Geoffrey James**

Author of industry-leading [CNN](#) blog "Sales Source"









# #1 Don't cut Discovery



*“The Discovery call can make or break your relationship with a new prospect. Get it right, and you could have a customer for life. Get it wrong, and... well... you could be done before you start.”*

**Richard Smith**



### **Goal #1 - Qualify for the demo**

Does your prospect need to see your product or is your time best spent elsewhere?

### **Goal #2 - Understand pain points**

What are the best questions for you to indentify the 3-4 key pain points your prospect is currently facing?

### **Goal #3 - Build rapport**

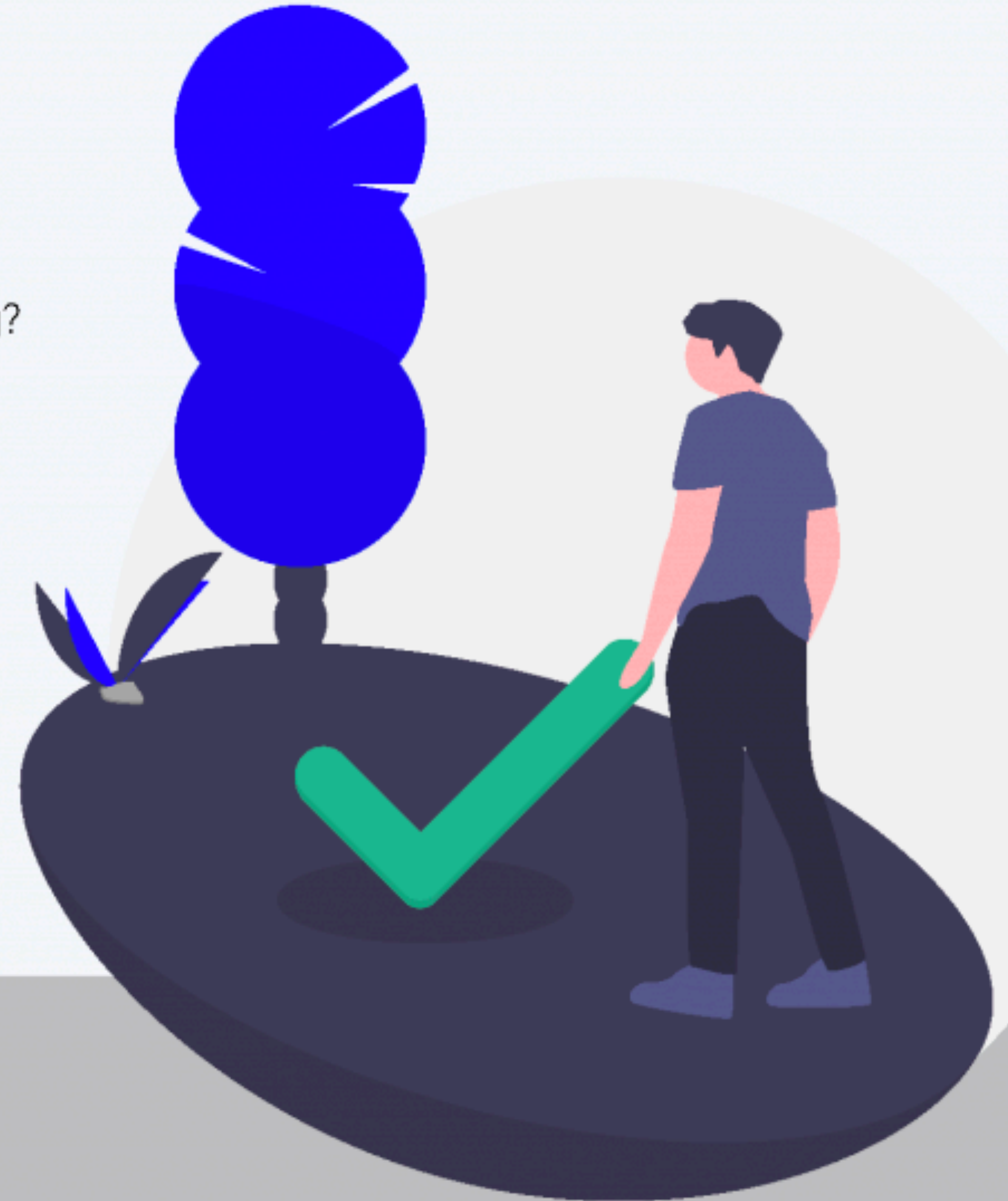
What's your prospect's evaluation criteria? How about their personal motivation and company goals?  
Can you speak their language?

### **Goal #4 - Indendify the right audience**

Is the person you're speaking to the decion-maker?  
Who else needs to be on the demo?

### **Goal #5 - Sell the demo**

How can you best convince your customer to get on a demo with you and get their commitment to attend?





## #2 Schedule the Demo right away



*“If you do a lot of cold prospecting, no-shows are just a part of the deal; it’s almost impossible to entirely eliminate them. But, as a general rule, these no-show rates should never exceed 20%.”*

**Steli Efti**





### **Keep it short:**

30 min (max 45 min). Between 3pm and 5pm



### **Reserve time to prepare:**

15 min+ between each demo

Schedule a demo with more than 2 hours notice



### **Send reminders:**

Email reminders help decrease no-show rates by over 50%



### **Invite key decision makers:**

Make sure crucial stakeholders and decision makers are present



### **Automate scheduling:**

Save time and use software to automate all your scheduling tasks



# #3 Follow your Agenda



*“Successful sellers do not “wing” their product demos. They have a thought-out demo strategy and follow a methodical, planned out, cerebral demo structure.”*

**Chris Orlob**



# Demo Agenda Timeline





## #4 Establish a personal connection



**Erika Desmond**

*“[The product demo] is also an opportunity to get to know you, your company, and assess how reliable it is in providing them with solutions. After all, 71% of customers buy because they like, trust and respect the salesperson they work with.”*





- ✓ Customer's name and role in the organization.
- ✓ Recently published articles.
- ✓ Things shared on social media.
- ✓ Previous email exchanges.
- ✓ Language used.
- ✓ CRM interactions.

- Company's industry, mission, and offering. ✓
- Recent articles or press releases. ✓
- Company reviews. ✓
- Brand mentions. ✓





## #5 Frame the conversation and set the stage before going into details

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*“As quickly as possible, get to ‘here’s what you told me your goal is, here’s the challenge you told me is in the way, here’s what it will look like when our product takes down that challenge.’”*

**Robert Falcone**



## Summarize and set the stage for the demo

**Goal:** "From what I've learned, your main goal is to \_\_\_\_\_."

**Key challenge:** "Your biggest challenge towards achieving that goal is \_\_\_\_\_."

**Business implications:** "Because of \_\_\_\_\_, you're losing \_\_\_\_\_."

**3-4 core pain points:** "The three main reasons are \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_."

**Demodesk**



## #6 Use storytelling to draw a vision



**Andy Raskin**

*“Present a “teaser” vision of the happily-ever-after that your product/service will help the prospect achieve—what I call the Promised Land. Your Promised Land should be both desirable (obviously) and difficult for the prospect to achieve without outside help. Otherwise, why does your company exist.”*



# #7 Demonstrate solutions, not features



**Pete Kazanjy**

*“The purpose of the demo is not to be a cold rehash of the features that you may have just touched on in your sales presentation. Rather, it’s an opportunity to demonstrate the potential value the product could provide to the prospect, richly, before their eyes.”*



# #8 Prepare, Prepare, Prepare



**Robert Falcone**

*“A well prepared demo is obvious. It can be interrupted multiple times. It can be fast-forwarded and rewinded without flustering the speaker. It only shows off what the audience needs to see to come to a decision. It’s fluid and flexible and — while it may have been obsessively rehearsed — it comes off as effortless.”*



# How to Prepare the Product Demo

## 5 Rules

### **1. Create a sales playbook**

It should contain the value propositions, features, and success stories. Then, turn those into a script.

### **2. Prepare the presentation content**

Save time and preload all the pages or apps that you want to show during your demo. It will make you appear prepared and professional.

### **3. Use relevant sample data**

Match your product with your prospect's specific situation. Use the kind of data, integrations, and workflow they would see.

### **4. Prepare for sales objections**

Don't fear them and prepare diligently for every possible objection your prospect might have.

### **5. Practice with a colleague**

Give your colleagues a demo like you would do with an actual prospect. Also, record and learn from your live demos. Take notes of what you could do better and what worked.



## #9 Absolutely talk about next steps



**Alli McKee**

*“No matter how strong your demo is, your deal won’t go anywhere unless you follow up, especially because there is an average of 6.8 people involved in a B2B buying decision today, up from 5.4 two years earlier.”*



# #10 Don't let tech stand in your way



## #1: Screen Sharing Tool

Select a Screen Sharing or Demo Tool that is frictionless and works for any prospect - no matter their location, device, browser, or skillset.



## #2: Recording Tool

If possible, use a screen sharing tool with built in recording. External screen-recorders can bring system performance down and cause unexpected issues.



## #3: Headset

Invest in a good headset. Your prospect shouldn't have any difficulty understanding what you say.



# DANKE



veronika@demodesk.com

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The Demodesk logo consists of a blue icon followed by the word "Demodesk" in a blue sans-serif font. The icon is a stylized 'D' shape, formed by two overlapping curved lines.