

Soft Skills 4 TECH

Success Demos

SKILLS WORKSHOP FOR CONSULTANTS, MARKETING AND INTERNAL TEAMS

MOVE YOUR AUDIENCE FROM CONFUSION TO CLARITY

Success Demos is a skills workshop for anyone who needs to demo software to a wider audience internally or externally. It could be a new product launch presented by R&D or a consultant working at a client site who needs to present new functionality to an existing solution. An overwhelming confusing demo is a lost opportunity. With Success Demos instead of getting lost, people are wowed by your demo and get what they want from it

ATTENDEES LEARN HOW TO BUILD DEMOS THAT;

Grab and hold the attention of the audience

Connect with different types of communicators

Wow the audience, get remembered and solve problems

JUST TWO STEPS:

1. **Design** : You learn how to design and choreograph a roadmapped story that hits the needs of the audience
2. **Deliver** : Your teams get techniques and practice how to grab attention, get remembered and show value. And they learn how to Demo by telling a story where the screen itself is remembered not screen after screen of data. Making it easy for the audience to understand the real value of the software

"I found the Demo course very enlightening and the course tutor very knowledgeable. The course brought out many areas that should be considered during the preparation that I had not previously thought about."

Paul Coggan, iSOFT, a CSC Company

"I found the session extremely useful and thought provoking. It never occurred to me, how important Psychology can be within selling, especially in a Demo environment."

Tom York, Business Developer, Capgemini UK