

Customers purchasing decisions have become a very sophisticated operation. According to research by CEB, on average 5.4 executives are involved in today's B2B purchase decisions.

The software demo needs to motivate, engage and influence ALL buyers in a group and be equally sophisticated in its delivery to match this.

Winning Demos will show you how to gain competitive advantage by differentiating and out beating the competition. Buyers reward companies that provide a demo which delivers insight and advice. Are your demo's equipped to do the following?

- Do they use insight to reframe customer thinking
- Can they communicate the impact of the business consequences
- Are they telling a compelling story appealing to everyone in the audience which leads to your solution

From Software Demos that Overwhelm and confuse To Demo Stories that engage and wow

## ATTENDEES LEARN HOW TO;

**Grab** and hold the attention of everyone in your audience - Executive buyer vs end user, technical architect vs project manager, reactive vs proactive

**Connect** with different types of communicators - Introvert vs extrovert, big picture vs detail, visual vs auditory

**Wow** all your audience, solve their business problems and get remembered.

## 3 STEPS TO A WINNING DEMO

**Discovery:** You learn how to discover your customer's business problems, the personal context of their problems, and how they consume information.

**Design:** You learn to design and choreograph a roadmapped story that hits needs uncovered in the discovery stage

**Delivery:** Your teams get techniques and practice in how to grab attention, get remembered and show value. And they learn how to demo by telling a story where the story itself is remembered, not screen after screen of data. This makes it easy for your buyers to visualise your products in their business.

*"Excellent and engaging. A real eye opener, even for the 'long in the tooth' pre-sales and sales team members"*

Adrian Watts, Manager, Agfa Healthcare

*"Winning Demos is an insightful look-in to the world of sales, I would highly recommend this for any Sales or Pre-sales professional whether it's a person just starting off or with years of experience in need of a refresher. Winning Demos will help you work through both the Discovery aspects of a Sales cycle and how to re-create a Solution based demo that can target a wider audience."*

Mohammad Ahmed, Senior Sales Consultant, UK Sales, Embarcadero

*"A fantastic day which looks at structuring and tailoring your demonstrations. The session helped the group look at the demonstration from a number of angles encouraging you to take advantage of different mediums and audience characteristics to deliver your solution very simply but effectively. A very worthwhile day!"*

Rob Brough, Pre-Sales Manager, Advanced Business Solutions