Running **Killer**
Product Demos

Hi, I'm Robin

I used to be the "Demo Guy"

Today I will talk about

Dopamine

A little bit of "Product Demo" history

The different types of Product Demos
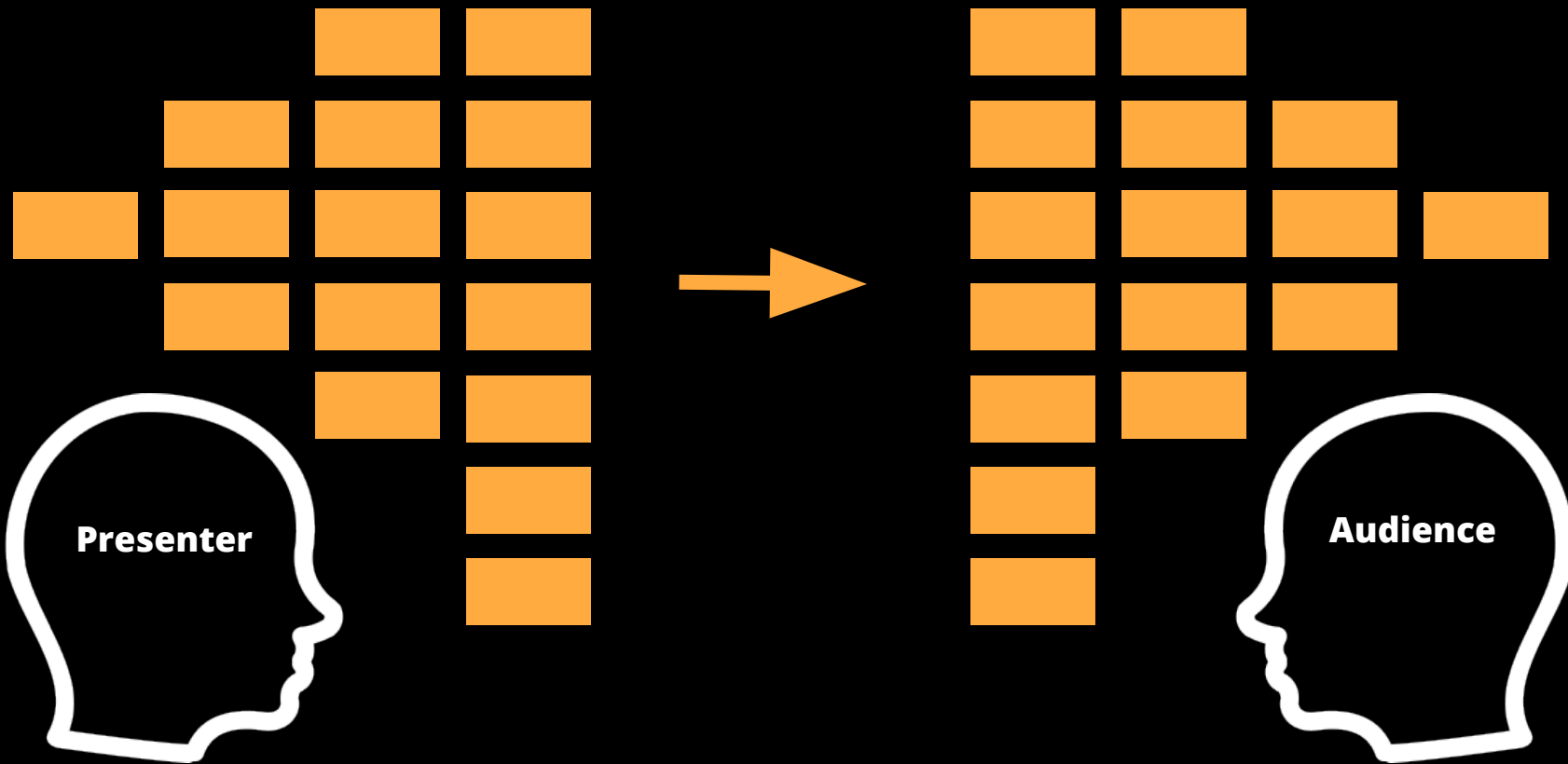
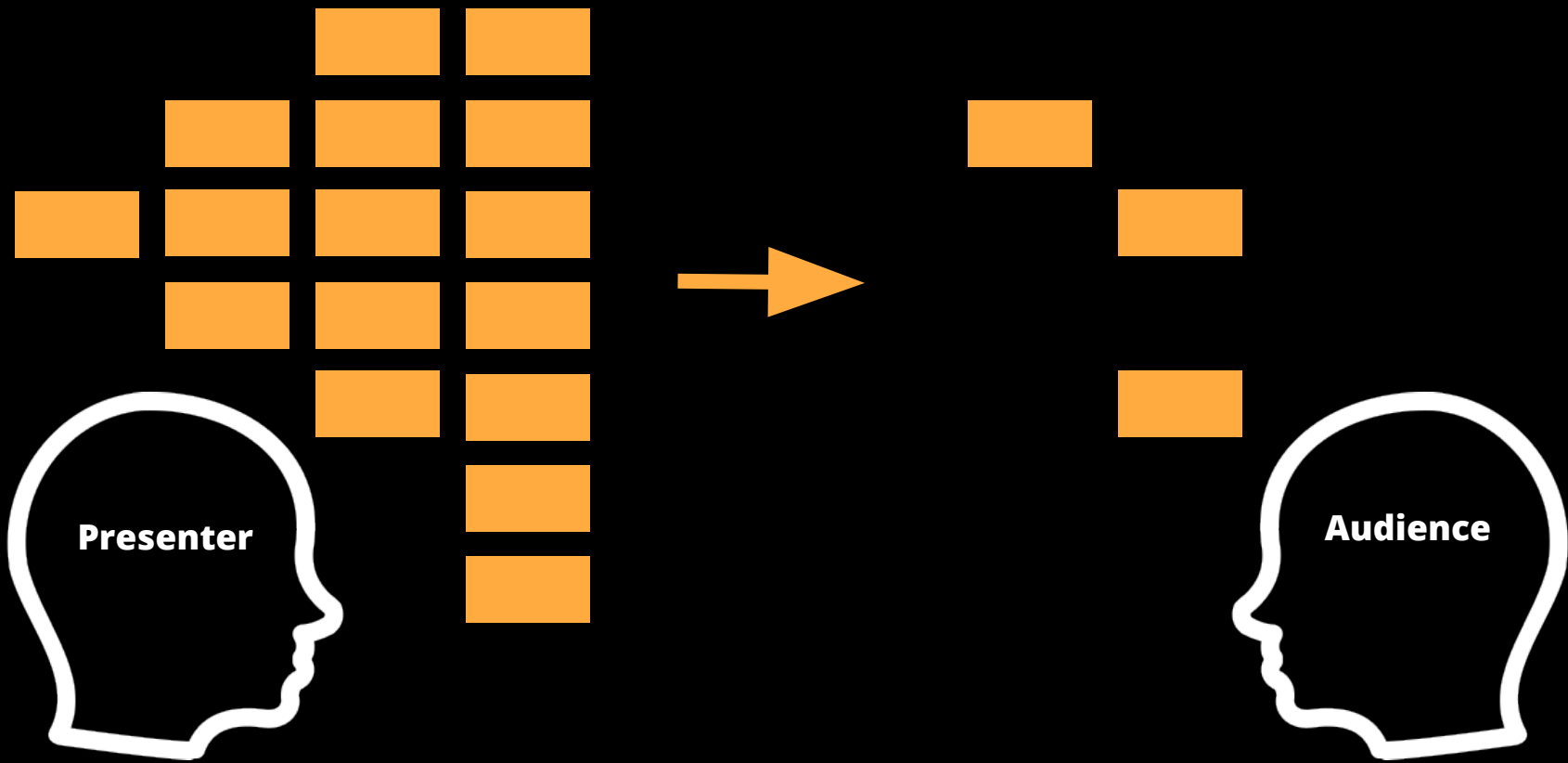How to craft your Product Demo

WOW moments

How to wrap up your Demo

Tips for Remote Demos

Dopamine

Assumption

Presenter → Audience

Truth

Presenter → Audience

Emotions trigger the influx of dopamine
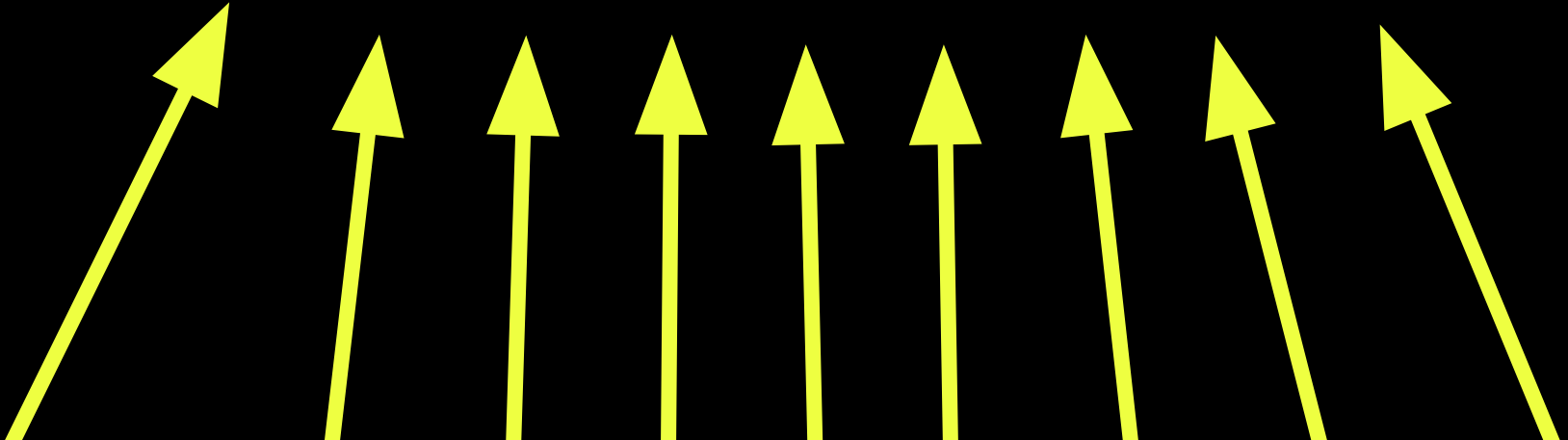
A little bit of history

1968

Doug Engelbart

"The Mother of All Demos"

Some people believe
"I know my product very well. Therefore I can demo it successfully in any situation."

If you just rely on your intuition
when making product demos, results will be
inconsistent and unpredictable.

Don't leave the fate of your business to unpredictability!

The vast majority of product demos are boring, uninspiring, hard to understand, or just a complete failure.

PRODUCT DEMOS

How many do you actually remember?

**All successful demos
are the result of a lot of preparation.**

How to craft your Product Demo

The different types of product demos

Public Demos Usually one-time events and you are in front of a big audience

- Product Launch
- Startup Pitch
- Video-Recorded Demos

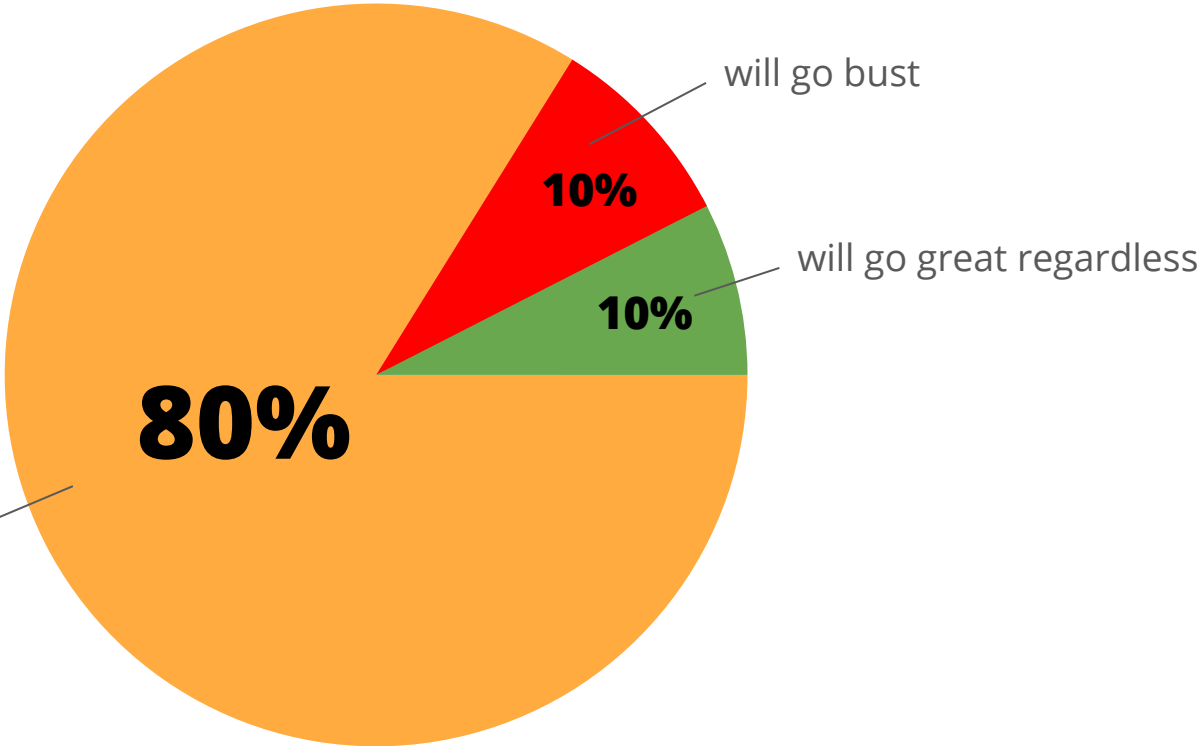**Private Demos** Recurring events in front of a small group of people

- Presales Meeting
- TradeShow Demo
- Remote SaaS Demo

A simple "one size fits all" demo structure

Discovery

Your Product Demos

will go bust

10%

will go great regardless

10%

80%

Being prepared for the remaining 80% is what makes the difference

A simple "one size fits all" demo structure

| Discovery | Pre-Demo | Demo | Wrap-Up |

- Qualify for the demo
- Understand the pain points
- Gain mutual understanding
- Identify the right audience
- Sell the demo

Discovery

Qualify for the demo
Does your prospect need to see your product or is your time best spent elsewhere?

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

Gain mutual understanding
What's your prospect's evaluation criteria? What is their personal motivation and company goals? Can you speak their language?

Identify the right audience
Is the person you are speaking to the decision-maker? Who else need to be on the demo?

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

Can you fill this template before your 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 are losing _____ ."

Core pain points: "The three main reasons are _____, _____ and _____ ."

Ideally you collect all that information before the demo

But what if you don't have the time for upfront discovery?

5-Minute Discovery Session

Be upfront with the audience.

"I'm going to start off today's conversation by taking **just five minutes** to ask you a few questions so that I can understand which features will be most important for you."

First focus on the "before" state

"What frustrates you the most about the current process?"

- What are they doing today that they aren't happy about?
- Where are their existing pain points?
- What slows people down?

Then focus on the desired "after" state

"Where do you see opportunities to improve or grow your business?"

- What are the goals that your product could help achieve, or the problems it could solve?
- What are the requirements they have for such a product?
- Who will use it?
- What will their company look like or be able to do with your help?

5
MINUTES

Now you are almost ready to plan our Demo.

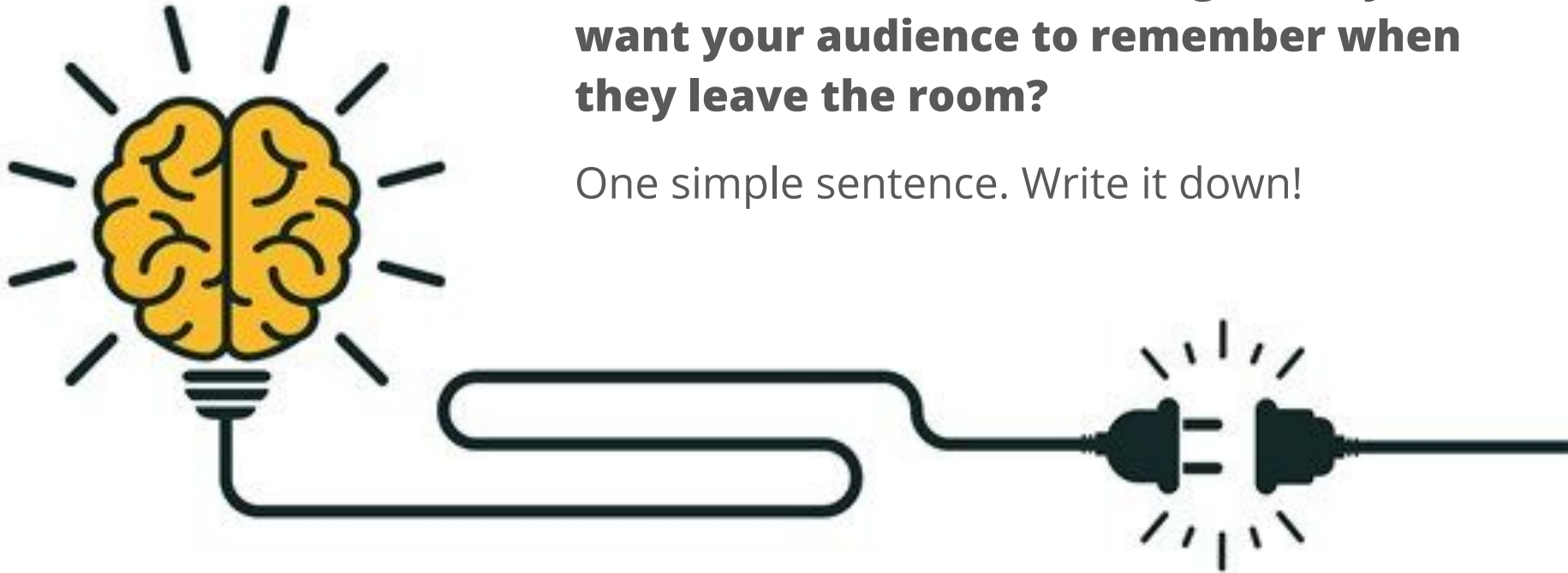# What is your main message and your story?

Your main message

What is the ultimate message that you want your audience to remember when they leave the room?

One simple sentence. Write it down!

Your Story

All outstanding products have a story behind them.

Craft your own story

Again, write it down!

Crafting your story

Different types of stories

- Story is part of the product
- Creator's story
- Real user's story
- Allusion to a famous fiction story

Story is part of the product

"The pigs have stolen the bird eggs. The birds are on a mission to catapult themselves into the pigs' structures to destroy them."

Creator's Story

Dustin Moskovitz and Justin Rosenstein met while working for Facebook. Both faced the same challenge: Smart people were wasting time in e-mail chains. They therefore designed an internal tool for team collaboration and it became widely adopted. They left the company with the mission to create a project management tool available for anybody in the world.

Real user's story

Lydia Winters: At a conference, just before demoing Minecraft for Microsoft HoloLens, she told her own story of how the game changed both her own life and the lives of thousands of people around the world.
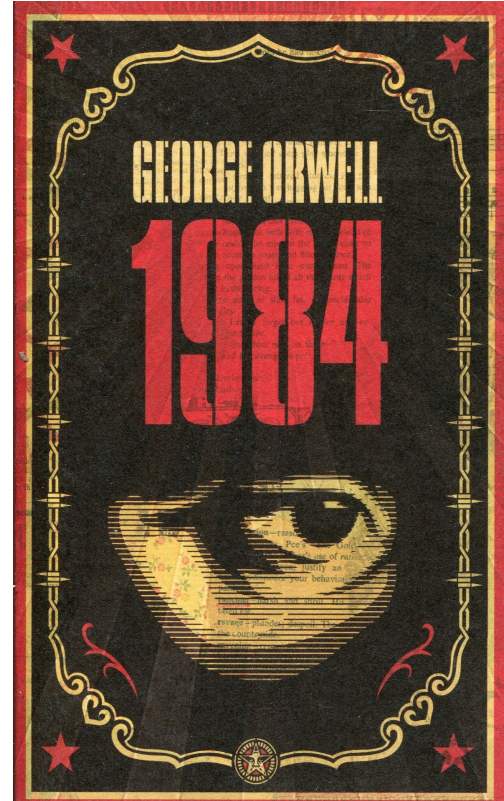
Reference to a famous fiction Story

Steve Jobs:

"IBM wants to dominate and become Big Brother"

"Apple is the only hope."

Crafting your story

Type of Story	Example
Story is part of the product	As happens in most of games. In Angry Birds, the pigs have stolen the bird eggs. The birds are on a mission to catapult themselves into the pigs' structures to destroy them. This is a story of theft, sacrifice, and parents looking for revenge.
Creator's story	Product inventors have great material with which to craft a story. Dustin Moskovitz and Justin Rosenstein met while working for Facebook. Both faced the same challenge: Smart people were wasting time in e-mail chains. They therefore designed an internal tool for team collaboration and it became widely adopted. They left the company with the mission to create a project management tool available for anybody in the world. That's how Asana was conceived.
Real user's story	If you can transform a very special customer testimonial into a compelling story, it is powerful for both your presentations and your demos. Take Lydia Winters's case. At a conference, just before demoing Minecraft for Microsoft HoloLens, she told her own story of how the game changed both her own life and the lives of thousands of people around the world.
Allusion to famous fiction story	To promote the Macintosh, Steve Jobs said that "IBM wants to dominate" and become "Big Brother" as in George Orwell's 1984. Apple is the only hope.

VoiceBlogger (imaginary product)

VoiceBlogger is a web-based service that makes it easy to publish blog articles. Instead of typing an article with a keyboard, you can just talk and record it. VoiceBlogger will convert it to a text and publish it.

Main Message and Story - Example

Main Message	Story
"Tell your message to VoiceBlogger and you're one click away from having your blog post published."	

Main Message and Story - Example

Main Message	Story
"Tell your message to VoiceBlogger and you're one click away from having your blog post published."	"Through my work with VoiceBlogger I have the unique opportunity to help empower the disabled. Take Jerry, a Parkinson patient who can't hold a pen to write or a keyboard to type. He uses VoiceBlogger to capture his ideas, and his voice has been converted to educational and inspirational articles that touch many lives."

Now you can start

You have your message and your story written down.

Feel proud!

Pre-Demo

A simple "one size fits all" demo structure

Discovery → **Pre-Demo** → **Demo** → **Wrap-Up**

- **Introduce yourself**
  Establish Trust and Relationship
- **Set the stage**
  Summarize what you learned in the discovery

Use the Pre Demo phase to create an emotional connection.

Introduce yourself

Tell them a bit about yourself and make it clear that you are the most qualified person to present the demo.

71%

of customers buy because they like, trust
and respect the salesperson they work with."

State of Sales Survey done by LinkedIn in 2017

You are not just selling your product - your are selling yourself!

Just knowing the product doesn't make the demo successful.

Set the Stage

Supply a context that answers the question

"Why should I pay attention?"

Set the stage

Summarize what you learned about the prospect's goals, challenges and pain points.

Use the template

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 are losing _____ ."

Core pain points: "The three main reasons are _____, _____ and _____ ."

Killer demos don't have to be perfect for the product. They have to be perfect for the audience.

Crafting the Demo

We already have

- a clear understanding about the customer's situation
- a main message
- a story

Now we need

- a demo script
- a WOW moment

Demo

A simple "one size fits all" demo structure

Discovery → **Pre-Demo** → **Demo** → **Wrap-Up**

- **Demo the product**
  Focus on a the 3 most important features that demonstrate a clear solution to the prospects problem
- **WOW moment**
  Expose the best feature

A product demo is a theater play,
not improvisation.

You are the actor
in that play.

You need a script.

How to write a demo script

What you say	What you do
To show you how easy VoiceBlogger is to use, I will start by opening my browser and go to www.voiceblogger.com/start	
	Have the browser already open and click on the bookmarked URL Zoom in to 120% for better visibility
I am prompted to login so I will type my username and password	
	Type User: peter@gmail.com Password: killerdemo Click Login
Now I am logged in. You can see the username appears on the top right corner. On the left toolbar you can see "Posts". From there I find the option "Talk and Create" and I will click that.	
	Click "Talk and create new post"

Strong reasons why you should write a script

- You don't have to rely on your memory
- A colleague can quickly learn the demo
- Helps you to flesh out details in advance
- Helps you to identify the ideal sequence of steps
- Helps you to be concise, avoid repetition and optimize cadence
- Get the feel of an actor

**When you have a script
you already belong to
an elite group of presenters.**

WOW moments

Introducing the MacBook Air

Steve Jobs, 2008

Demoing Google AI

Sundar Pichair, 2018

**The WOW moment
is the snapshot of your demo that
everybody must remember.**

A WOW moment exposes the best feature of the product and also emphasises your main message.

... but I am not Steve Jobs
and our product is totally uncool.

Stop crying.

**No matter how complex or unsexy you think your product is,
with some time and creativity everyone can craft a great WOW moment.**

You must create something unique that nobody has done before - a new way to showcase a feature.

But what is the feature?

How to create a WOW moment

Step 1: Describe your audience (who they are, what they like, how much they know about your product or the technologies involved, their current problems or frustrations, etc.)

Step 2: List the key capabilities of your product

Step 3: Pick one capability (if you have several - that's great!)

Step 4: Brainstorm (with your team) **unusual ways to show the capability**

Step 5: Select the best idea and work on the details

Exercise, Exercise, Exercise

A WOW moment rarely comes at the first attempt.

It requires creativity, often combined with something else: special technical arrangements, an artistic element, interaction with others, …

"The most basic way to get someone's attention is this: Break a pattern."

Chip Heath and Dan Heath, authors of Made to Stick

Useful patterns to create a WOW moment

Unexpected	Do something unexpected. Surprise in what, how, and when
Great technical arrangement	Use a new or sophisticated technology that enhances the way the demo is shown
Comparison	Compare the product with a competitor; for instance, compare the effort taken to complete a task
Exaggeration	Exaggerate a product's capability to make it look impressive
Audience involvement	Make the audience participate in the demo. Make them use the product from their seats and with very little effort.
Before and after	Show how things are done today (before) and then contrast this with how things can be done with your solution (after)
Solving a difficult problem	Present a very common and difficult problem and show your unique solution.
Bring the future to the present	Show something that for everybody's mind is the future, not the present.
Something never seen before	Show something that nobody has seen before.

Quick Recap

- The WOW moment is the snapshot of your demo that **everybody must remember**.
- WOW moments are **not a coincidence** they are carefully planned and crafted.
- Experiment with **unusual ways** to demo key features of your product

Wrap up

You are done with your demo.

Don't just end with ...

"That was my demo"

"This is pretty much all"

"Thank you"

Reiterate your main message

Repeat your main message again
to make it clear, sticky, and unforgettable.

Your last words must be a Call to Action

If you don't talk about the next steps, your close rate will drop significantly.

"What does it take for you to buy our solution?"

"Can we schedule another call with the decision maker?"

A simple "one size fits all" demo structure

Discovery → **Pre-Demo** → **Demo** → **Wrap-Up**

- **Reiterate**
  Repeat your main message
- **Call to Action**
  Understand your prospects decision making process and move them to the next stage.

Now you can plan your own demo structure

Your demo plan

Tick all the boxes

Pre-Demo	Introduce yourself	✓
	Set the context	✓
Demo	Step-by-step script	✓
	WOW moment	✓
Wrap up	Reiterate the message	✓
	Call to action	✓

Where to use the main message and the story

		Main Message	Story
Pre-Demo	Introduce yourself	Not here	Tell the Creator's Story
	Set the context	Give hints on the main message	Mention the User's Story to make the message more concrete
Demo	Step-by-Step Script	The main message must be clearly shown at some point	Mention the story in specific moments to make it more concrete how the product has improved the users life
	WOW moment	Some WOW moments can fit the main message	Should help you to Emphasize the story
Wrap up	Reiterate the message	Connect the main message with what has just been shown	Connect the story with what has just been shown
	Call to action	Not here	Not here

Adapt your demo structure

Overview Demo (5-10 minutes)

"Show me the product"

- Goal: Give the customer an overview and discover more about them
- Based on your prediction of the customer needs
- Keep it simple - show a bit, ask a question, show a bit, ask a question , ...

Technical Proof Demo (60-90 minutes)

"Show me that it solves my needs"

- Goal: Prove that the product solves the customers specific need, Convince the decision maker to buy your product
- Based on strong knowledge of what the customer needs
- Important - don't overwhelm the customer to the point that the product looks too complicated
- Stick to being as simple as possible. Even if the customer says, "Show me everything,"

SaaS Demos

Provide multiple options via your website

- Self-guided online Demo (recorded) - 10 minutes
- Live Webinar Demo - 30-45 minutes
- Book a 1:1 personalized Demo - 1 hour

"You don't owe a demo to anybody"

Preparing for Remote Demos

Technical setup for Remote Demos

WebCam

- Buy an external webcam
- Position the webcam at eye-level so that you can talk straight into the camera

Lighting and Background

- Never have a window behind you
- Try to find a nice background or use apps that allow you to zoom in on yourself
- Be careful with virtual backgrounds

Microphone and Voice

- Buy an external microphone

Sitting vs. Standing

Some more
important things to consider

Interact with your audience continuously

"Are you following me?"

"Can I move to the next step?"

Consider delays

Take a second to answer and
to wait for your customer's question.

Survive Akward Silence

Don't try to fill every pause with information.

Show leadership

By having an agenda and sticking to it even if there are delays. Adapt quickly!

Don't waste time

with things that you can prepare
(like opening browser tabs etc.)

And please … switch off any notifications!

Ebay Auction Alert
Your bid on "Life-size Blow-Up Doll" is …
Reply
Delete

Anita sent you a message.
Got your dick pic. Is that…it?

Zelita
Can't wait. I got extra thick straps this time 😏

Dad
Mom and I think it's time for you to move out.

Mandy
Did you break up with Evandro yet?

Facebook
Jen added 32 photos of you to "BDSM…
Reply
Delete

Phyllis
They only had the 11" one. Hope that's ok?

BFF 💗
Betchhh, call in sick tomorrow. VEGASS$$$!!!!

Dilza
Enough moping! You need to get laid TONIGHT.

Some more typical mistakes

Presenting too much

Use your demo script to prepare and cut down.

Level of complexity
is not tailored to the audience

Simplify by using analogies and metaphors

Using domain specific terms and acronyms

Keep it simple - practice by explaining it to your mom

Overloaded slides

Keep your slides simple

1 idea per slide

<7 words

<140 characters

Smile
and love what you do!

Final Call to Action

Please provide feedback about this session.

Contact me if you are interested in a workshop to turn your demo into a killer demo.

Thank you for listening!