

## Effective Technology Demonstrations

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### *Course Outline*

This workshop explores the attributes of an effective demonstration. While every company's software and hardware solutions are different, the structure and rationale behind an effective demonstration is common across a wide range of different industries and solutions. This workshop is based on the principle that effective demonstrations should show prospective customers solutions to their problems, rather than the features of your products and technology.

It starts by questioning why we give demos and what the purpose is of a demonstration. We then move through how to establish the benefits that your prospective customer is seeking and how to qualify your customer and ensure that your demo hits the spot.

One of the keys to a good demonstration is to adopt the pyramid principle, which is familiar to every journalist. This starts by looking at the end result and then fills in progressive levels of detail.

### *Objectives*

By attending this workshop you will gain a clear understanding of what works and what doesn't and will develop a structure for your demonstrations that you can use again and again.

### *Format*

This course is designed to be highly interactive because Young Markets believe that people learn best by doing rather than just by listening. Please bring a laptop and come prepared to give a demo of your solution.

### *Participants*

Ideal participants are Pre-sales consultants, support engineers and anyone who has to demonstrate software or technology to prospective customers as part of the sales cycle.

### *What will I Learn?*

You will learn how to ensure your demonstrations impress your prospective customers and generate buy-in to your solution. Based around the acronym OPERA which stands for Objective, Presenter, Equipment, Running order and Audience, the workshop will get you to reconsider why you are giving a demo, what the benefits of your solution are and how best to demonstrate those benefits to your customers.

## *Agenda*

Introductions

Purpose of a demonstration

Features Advantages and Benefits

Qualifying your audience

Coffee

Demonstration Structure

Making it memorable

Lunch

Practicals & Reviews

Question Handling

Summary

## *Cost*

An in-house course costs £1150 +VAT which includes all normal expenses. A maximum of 6 active demonstrations is catered for on the standard course.

A place on one of my public courses costs £325 (+VAT)

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