Tips On Giving Effective Sales Demos

Initial questions to ask potential customers

What system are you on?
Gives you an idea of what are likely to be our strengths and weaknesses when look at battlecards.

Why do they want to change?
Allows you to cater demo to show your ability to solve this issue.

What other systems are you looking at?
This will give you an idea on what they are willing to spend by comparing to the competitors.

What timeframe are they looking for? (When are they taking the decision?, when do they want to go live?)
Ask them (indirectly) who the decision maker is. (easy way to ask is: "Who else is taking the decision" or 'will you be the sole person I should be preparing to demo to?')

In order not to waste time these key needs can be discussed over the phone as well

Find out Budget

This should be done even before you give a demo.

Preparation

Prepare demo data and for the customer's industry e.g. items relevant to them. Ensure your contact details appear in the end.
Put their logo on the master control (by adding their logo into the HansaWorld root folder in png format, and with the name "companylogo.png) and on the Quotation Form.

Company Presentation

Do the company presentation in every case as customers like to know who they are dealing with.

Starting the meeting

Create chemistry.
Ask again for them to repeat their needs so their mind will be focused on that for the demo.
Demo according to needs.
Ensure that you sell our USP's, even if the customer doesn't ask for them. You will have to educate them on what they might need in the future.

General tips for during demo

Make sure you change speed of the demo.
Go fast and slow and stop at times, such as when you show a funny note to allow them to catch up.

Most Important tool is to get the customer involved - ask them questions about their thoughts on whether a functionality is useful or if they have experienced this problem before. Force the customer to think and get them involved.

Ask repeatedly "Can you see how this can be useful to you"

How to manage a meeting

Make contact (try to talk to them and make them laugh)
Break down the closed body language.

NASA

N - Needs (make a list - that will get their acceptance)
A - Acceptance
S - Solutions (when you demo you show how you will solve his needs)
A - Acceptance

and

SPIN

S - Situation - When giving examples of their use of certain functionality make reference to situations they often find themselves in e.g. How do you currently keep track of your sales pipeline?
P - Problem - Establish what are their current issues e.g. Did you find it expensive to add users to your current CRM?
I - Implication - Let them consider the implications of issues they currently may not know they had e.g. What is the impact on your sales if leads are not possible to be easily entered in CRM?
N - Need/Payoff - Let them see the benefits of USPs e.g. Wouldn't a quick overview from workflow overview allow you to easily prioritize which leads need attention?

Make sure they understand what is important to them and where we are strong.

Never EVER interrupt a customer - you are trying to establish credibility - 60% of sales is about the credibility of the salesman.

If possible quote them back on what they told you so they feel you are listening and understand.

Let the customer wrap up the meeting.
Leave.

Wait for signed quotation :)

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