XECUTETHEVISION SALES DEMO TIPS

1. Understand Your Audience
🔍 Do your research and ask discovery questions.
Ask: "What prompted you to look for a solution like ours?" or
"What's your biggest challenge with your current process?"
✅ Tailor the demo to their pain points and goals.

2. Start with a Strong Hook
🎣 Grab their attention with a relatable scenario.
Say: "Imagine how much time you could save if this task was automated…"
Ask: "Does this scenario sound familiar?" or
"How important is it to streamline this process?"

3. Focus on Benefits, Not Just Features
🚀 Tie features to outcomes that matter to them.
Instead of: "It has a reporting tool"
Say: "It gives you insights in minutes for faster decisions."
Ask: "Can you see how this would help your team?" or
"Would this make your day-to-day easier?"

4. Show Real-Life Use Cases
📚 Use stories, testimonials, or walk-throughs they can relate to.
Ask: "Does this match your current challenges?" or
"What would be most valuable for your team?"

5. Make It Interactive
🖱 Let them click, explore, and ask questions in real time.
Ask: "How does this compare to your current solution?" or
"What would you like to test or see next?"

6. Address Objections Early
🛡 Proactively clear up doubts before they become blockers.
Ask: "Are there any concerns about onboarding?" or
"Does our pricing align with your expectations?"

7. Provide Clear Next Steps
➡️ Guide them toward the finish line with clarity and confidence.
Options:
Offer a free trial
Set up a follow-up call
Present a proposal

Ask: "Would you like to try it yourself?" or
"What do you need to move forward?"

8. Follow Up with Value
📩 Recap, reinforce, and reignite the conversation.
✅ Include:
Demo highlights
Value reminders
Clear action items