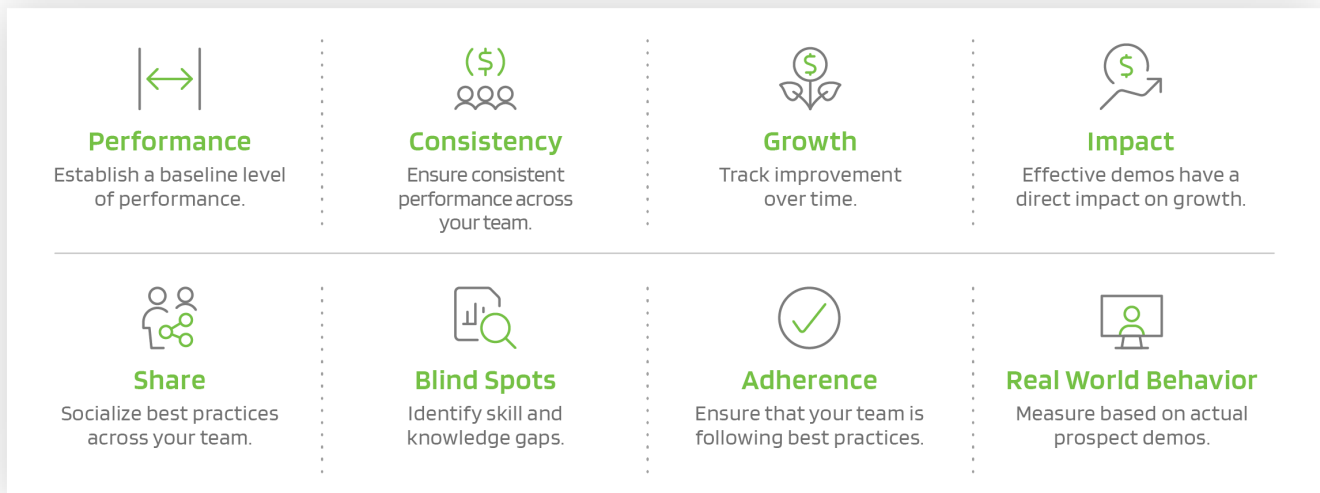


Technical Sales: A three step guide to measuring demo performance.

Upleveling demo performance requires objective observations, scientific scoring and continuous improvement.

Why Measure?

If you can't measure it, you can't improve it.



Three steps to uplevel the demo performance of individuals and teams.

“An effective product demonstration from a vendor will determine if we move forward or move onto the next alternative.”

- Chief Information Officer Buyer, Large Cap

Step 1: Objective Observations.





Professional athletes measure their performance to be great.

 Conscious Being aware of what you need to improve is a starting point.	 Peers Peers and leaders' feedback can expand your conscious view.	 Coaches Enroll formal or informal coaches to uplevel your demo performance.	 Subconscious Uncovering what you don't know can remove performance blockers.
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Presales and sales engineering professionals must apply the same rigor.

Step 2: Scientific Scoring.







Contextualize areas of importance required to be successful.

 Product Knowledge Ensure that you are well informed on the solution you demo.	 Active Listening Be highly aware of what your prospect is asking from your demo.	 Story Telling Deliver relatable stories that strike a positive emotional response.	 Mapping Value Connect the dots during the demo on how you can deliver value.
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Identify how you stack rank in the areas that determine your success.

Step 3: Improve Continuously.

Being great requires commitment to be great.

 Measure Performance Objectively measure over time to track performance and improvement.	 Track and Compare Track individual and team performance to identify gaps and ensure team-wide consistency.	 Future Goals Identify areas of improvement that are actionable and measurable.
 Best Practices Execute to proven playbooks, templates and demo methodologies.	 Professional Coaching Enroll experts who can provide you personalized demo best practices and feedback from a broad set of perspectives.	 Utilize Tools Utilize tools that can enhance your capabilities to deliver high quality demos.

Delivering compelling demos requires continuous measurement of your performance so you can map a path towards greatness.



Hub provides the most comprehensive SaaS solution to help technical sales professionals win more business.

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Kerry Sokalsky is the founder of Presales Mastery, a demo performance coaching business with offices in Toronto, Florida and Hong Kong. For more information, visit

<https://presalesmastery.com>.