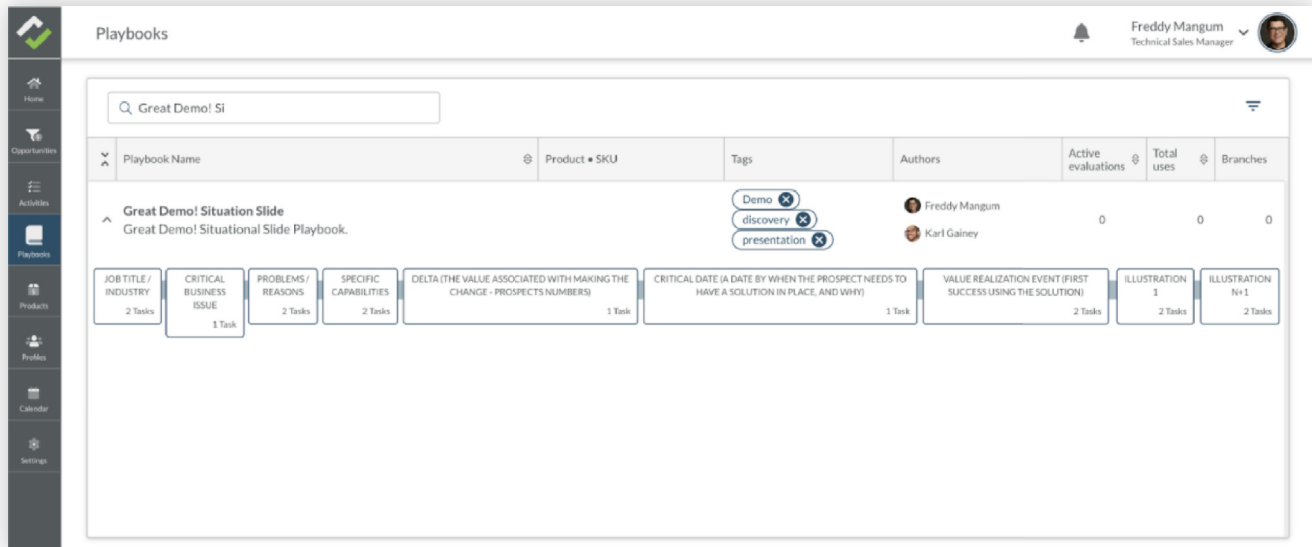


Sales Engineering Can Use Great Demo! Situation Slides To Win More

Thousands of sales engineers have taken Great Demo! training over the years to better inform and educate their prospects on how their offerings can add value. This framework has delivered tangible results and is taught by Peter Cohan, author of the book "Great Demo!: How To Create And Execute Stunning Software Demonstrations," and a well-recognized presales industry thought leader.

Now this proven and trusted framework is available to sales engineers within the Hub presales unified productivity platform, which ensures that they effectively follow a prescriptive approach to establishing value of the products and technologies they sell. To see this sales engineering framework in action, let's examine the Great Demo! Situation Slides in the Hub platform.

Great Demo! Situation Slides Overview



The screenshot shows the Hub Playbooks interface. At the top, there's a search bar with 'Great Demo! Si' and a user profile for 'Freddy Mangum, Technical Sales Manager'. Below the search bar is a table listing playbooks. The selected 'Great Demo! Situation Slide' playbook is expanded to show a task flow diagram.

Playbook Name	Product • SKU	Tags	Authors	Active evaluations	Total uses	Branches
Great Demo! Situation Slide Great Demo! Situational Slide Playbook.		Demo discovery presentation	Freddy Mangum Karl Gainey	0	0	0

JOB TITLE / INDUSTRY 2 Tasks	CRITICAL BUSINESS ISSUE 1 Task	PROBLEMS / REASONS 2 Tasks	SPECIFIC CAPABILITIES 2 Tasks	DELTA (THE VALUE ASSOCIATED WITH MAKING THE CHANGE - PROSPECTS NUMBERS) 1 Task	CRITICAL DATE (A DATE BY WHEN THE PROSPECT NEEDS TO HAVE A SOLUTION IN PLACE, AND WHY) 1 Task	VALUE REALIZATION EVENT (FIRST SUCCESS USING THE SOLUTION) 2 Tasks	ILLUSTRATION 1 2 Tasks	ILLUSTRATION N+1 2 Tasks
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Great Demo! Situation Slides contain 6 elements. Each element represents a discovery task that enables the sales engineer to follow a prescriptive approach to establish value. The elements include:

The 6 Great Demo! Situation Slide elements

- **Job Title and Industry for a Prospect**

Create one situation slide for each key player in the demo.

- **Critical Business Issue**

Document the individual's top-level challenge, often expressed as a quarterly, annual or project-based goal or objective that is at risk.

- **Problems / Reasons**

Indicate what makes it a problem today for the individual, why it's hard to achieve the goal or objective, and how they are doing things today.

- **Specific Capabilities**

State the capabilities the prospect needs to solve his/her problem from the prospect's perspective.

- **Delta**

Using the prospect's numbers, figure out the value associated with making the change from the way they currently perform work.

- **Critical Date / Value Realization Event (V.R.E.)**

Determine a date by when the prospect needs to have a solution in place (and why) / Figure out what event, e.g., manual task that's now automated, reporting that was previously unavailable, that indicates the first success using your solution.

Now that you have a high-level understanding of Great Demo! Situation Slides, let's look at how codifying this framework within Hub can help you, the sales engineering professional, follow an approach that leads to a greater understanding of your prospect's needs.

Job Title, Industry, Critical Business Issue, Problems and Reasons

Phases and Activities	Activity Count	Priority
Job Title / Industry	2	Medium Priority
What is the job title? (Think in terms of one Situation Slide for each key job title)		Medium Priority
What is their industry?		Medium Priority
Critical Business Issue	1	Medium Priority
What are their critical business issues? (Annual / Quarterly or project based goals or objectives that are at risk)		Medium Priority
Problems / Reasons	2	Medium Priority
What are their top problems? (What is making it hard to achieve the goals / objective? How are they doing things today?)		Medium Priority
What are their top reasons for change?		Medium Priority
Specific Capabilities	2	Medium Priority
Delta (The value associated with making the change - prospects numbers)	1	Medium Priority
Critical Date (A date by when the prospect needs to have a solution in place, and why)	1	Medium Priority
Value Realization Event (First success using the solution)	2	Medium Priority
Illustration 1	2	Medium Priority
Illustration N+1	2	Medium Priority

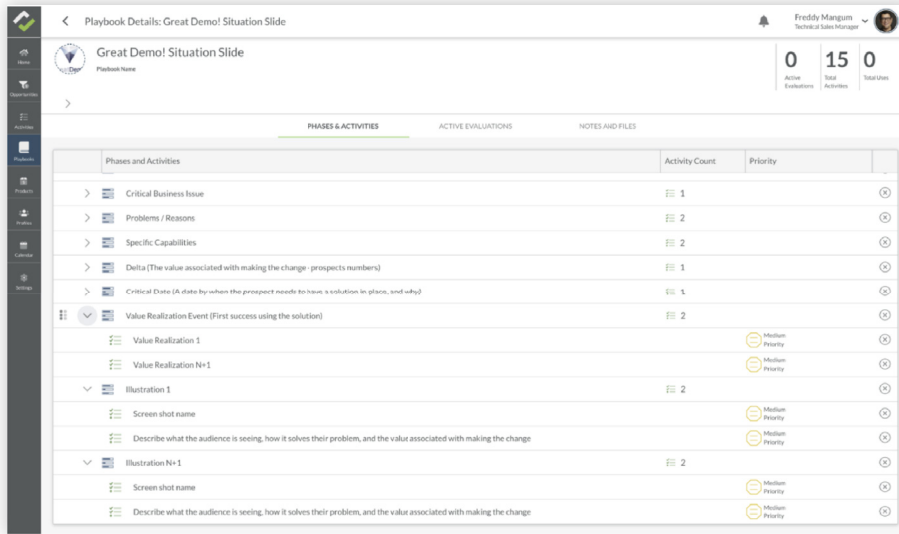
Situation Slides guide sales engineers in their discovery conversations, enabling them to capture prospect information using a consistent, structured approach. This information, when complete, represents a “Demo Qualified Lead”.

Specific Capabilities, Delta, Critical Date, and Value Realization Events

Phases and Activities	Activity Count	Priority
Job Title / Industry	2	Medium Priority
Critical Business Issue	1	Medium Priority
Problems / Reasons	2	Medium Priority
Specific Capabilities	2	Medium Priority
What specific capabilities can you provide? (The capabilities the prospect needs to solve his/her problems from their perspective)		Medium Priority
Why change from current approach?		Medium Priority
Delta (The value associated with making the change - prospects numbers)	1	Medium Priority
What is the incremental change?		Medium Priority
Critical Date (A date by when the prospect needs to have a solution in place, and why)	1	Medium Priority
What is the key date to making a decision for change?		Medium Priority
Value Realization Event (First success using the solution)	2	Medium Priority
Illustration 1	2	Medium Priority
Illustration N+1	2	Medium Priority

Prompts help sales engineers capture the key information. Delta (value) information should reflect the prospect’s real, tangible numbers. That’s the most compelling method of value communication!

Illustrations



The screenshot shows the 'Playbook Details: Great Demo! Situation Slide' interface. At the top right, it displays '0 Active Evaluations', '15 Total Activities', and '0 Starlets'. The main content is a table with columns for 'Phases and Activities', 'Activity Count', and 'Priority'. The table lists various activities such as 'Critical Business Issue', 'Problems / Reasons', 'Specific Capabilities', 'Delta', 'Critical Date', 'Value Realization Event', and 'Illustration' with their respective counts and priorities.

Phases and Activities	Activity Count	Priority
Critical Business Issue	1	Medium Priority
Problems / Reasons	2	Medium Priority
Specific Capabilities	2	Medium Priority
Delta (The value associated with making the change -prospects numbers)	1	Medium Priority
Critical Date (A date by which the prospect needs to have a solution in place, and why)	1	Medium Priority
Value Realization Event (First success using the solution)	2	Medium Priority
Value Realization 1		Medium Priority
Value Realization N-1		Medium Priority
Illustration 1	2	Medium Priority
Screen shot name		Medium Priority
Describe what the audience is seeing, how it solves their problem, and the value associated with making the change		Medium Priority
Illustration N-1	2	Medium Priority
Screen shot name		Medium Priority
Describe what the audience is seeing, how it solves their problem, and the value associated with making the change		Medium Priority

Hub also helps sales engineers identify compelling Illustrations, e.g., software screens of deliverables and output that generate a “Wow!” response from prospects.

Summary

Sales engineering can now more effectively utilize the proven Great Demo! Situation Slide framework to up-level performance when qualifying, presenting, demonstrating and establishing differentiated value with the prospect. The Hub unified presales productivity platform empowers sales engineers with a tremendous amount of flexibility and customization to configure Great Demo! Situation Slide playbooks based on their verticals and use cases and tailored to corresponding opportunities.

Feel free to contact either the Great Demo! team to learn more about this framework or Hub to see how you can utilize this presales framework to win more business.



Peter Cohan

Peter Cohan is the founder and principal of The Second Derivative and the Great Demo! methodology, focused on helping software organizations improve their presales primarily through improving organizations' demonstrations and discovery skills.



Hub provides a comprehensive SaaS solution to help technical sales professionals win more business. For more information visit www.hub.inc



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