



Demo Masterclass

Training Workshop



WIN CUSTOMERS WITH COMPELLING DEMOS

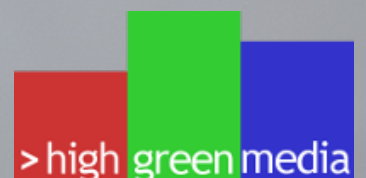
It's all too easy to overwhelm customers during product demos and leave them with the impression that your solution is hard to use.

The Demo Masterclass is an interactive, practical and fun one-day workshop for broadcast and media technology suppliers who want to accelerate the sales process with winning demos.

You'll learn how to build and run demos that connect with end users and bring to life the benefits your solution will provide.

TRAINING BY HIGH GREEN MEDIA IN ASSOCIATION WITH IABM

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WHY JOIN THE DEMO MASTERCLASS?

It's always tempting to show prospective customers the power of your solution by covering every feature and option in a demo. But this leaves end users confused and worried that the system is far too complicated for their every-day needs.

Avoid these problems by learning how to...

- **Design demos to showcase compelling business value**
- **Deliver day-in-the-life demos built around users' needs**
- **Present powerful demos to engage and win over buyers**

WHO'S IT FOR?

Whether you're about to deliver your first demo, or you're a demo veteran, you'll enjoy and learn from this course. Anyone who demonstrates software or hardware solutions will gain valuable new skills, tips, techniques and practical advice.

WHAT WILL WE LEARN?

The Demo Masterclass is run by Rob Ambrose, an experienced trainer, consultant, pre-sales manager and writer with 30+ years' experience in media technology.

Rob has designed, planned and delivered hundreds of demos for media and broadcast solutions. He'll share...

- **The skill of designing a demo around a winning storyboard**
- **Tips and tricks for demos to wow users and decision-makers**
- **Best-practice examples and horror stories**

Managing the demo process

Understanding the role of the demo in a successful sales campaign

Knowing when to offer a demo - and when to say 'no'

Completing essential groundwork

Avoiding last-minute panic with effective people and time planning

Planning a winning demo

Reading between the lines to uncover your customer's real needs

Understanding customer pain points

Building your win themes and a compelling value proposition

Knowing your audience and decision makers

Building a compelling storyboard

Building user personas and day-in-the-life user stories

Putting yourself in the shoes of the users

Creating meaningful tailored demo content and scenarios

Writing a demo script focused on users, not features and functions

Preparing for success

Using the pre-demo dress rehearsal and critical review to improve quality

Customising and tailoring: how much is needed and when to stop

Managing gaps in your solution

Leaving nothing to chance with a checklist for every eventuality

Presenting on the day

Giving live demos, web presentations and trade-show stand-up demos

Reacting to the audience and tailoring your message and presentation

Dealing with a barrage of questions and preventing running out of time

Avoiding common mistakes and pitfalls

Making it easier next time

Maximising the repeatable value of your demo environments

Enabling your whole team to give demos

Eliminating meeting room AV problems and internet connection nightmares

Learning from every demo, successful or not, with feedback and post-mortem



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