

“Do the Last Thing First!”

Great Demo! Summary Sheet

The Great Demo! Method:

1. Introduce the Situation
2. Present the Illustration
3. Do It – Summarize
4. Peel Back the Layers – Summarize
5. Questions and Answers
6. Final Summary

Time-line (per Solution):

- 1-2 Minutes
- 1-2 Minutes
- 1-2 Minutes
- 5-10 Minutes
- 5-10 Minutes
- 2-4 Minutes

Objective: Technical Proof or Vision Generation?

Technical Proof: Prove the Specific Capabilities identified in Qualification/Discovery

Vision Generation: Build a vision of a Solution with your Customer

Situation: Present and Review

- Job title and industry: VP of ...
- CBI: Unable to ...
- Problem/Reason: Hard to ...
- Specific Capabilities: Needs a way to ...
- Delta: Need to save 20 days ...
- Critical Date: Need in place by ...

Illustration: Present and Describe

- What the audience seeing; Make it *live!*
- Recall the Delta – the *Value*.

Do It: The Fastest Route

- Begin at a logical starting point;
- Choose the path to get to your Illustration;
- Use the fewest number of mouse clicks.

Peel Back The Layers: In Accord with Interest

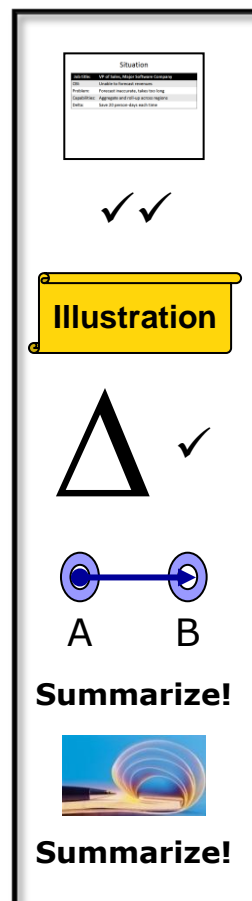
- Expand on the “Do It” pathway;
- Explore options, develop details, depth and breadth;
- Audience questions drive “Peel Back the Layers”.

Manage Questions:

- Great Questions: Answer right away!
- Good Questions: Use the “Not Now” List.
- Stupid Questions: Are Good Questions - Use the “Not Now” List.

Multiple-Solution Demos:

- Introduction;
- Present the Situation and Illustrations for each Solution;
- Then, for each Solution:
 - Re-introduce and present the Illustration for that Solution;
 - Do It. Summarize;
 - Peel Back the Layers. Summarize;
- Summarize for all Solutions;
- Questions and Answers;
- Final Summary.



End with the best, most compelling screen:
The Illustration

The Delta: Measurements:

- Cheaper
 - Better
 - Faster
 - Couldn't Be Done Before
1. Time
 2. People
 3. Money