

Product demo checklist

In the world of product marketing, a first-rate product demonstration has a major impact in your sales campaign. It's obvious why—customers want to see your software in action before they give it a go. And in your demo, you need to show your product meets their expectations and can manage what they're looking for.

But with 1,000s of competing products up against you, it's essential to make the most of the time you spend with prospects. How do you manage this? With the three checklists below to schedule, prepare, and complete your presentation.

1. Scheduling your demo

Task	What to do	Status
Can you explain how your product will help prospects?	Work out your USPs (value proposition) so you can sell your product effectively—you need to explain why your product can help customers.	<input type="checkbox"/>
Request prospects attend your demo.	Highlight how your product can achieve your prospect's objectives.	<input type="checkbox"/>
Identify the best place to find your prospects	Work with your product marketing, marketing, sales, etc. counterparts and understand the best time and place to approach prospects with your demo.	<input type="checkbox"/>
Send calendar invites to your attendees.	Forward on your invites across your platform of choice.	<input type="checkbox"/>

2. Preparing for your demo

Task	What to do	Status
Understand how your presentation software works.	Preparation is key. It's essential to know how your product works inside out. But you also need to know what you're doing with your presentation.	<input type="checkbox"/>
Plan a 15 minute demo.	Keep your presentation short but impactful. You need to demonstrate your value to prospects in a short amount of time.	<input type="checkbox"/>
Have a full run through your demo with colleagues.	Practice your craft—have a demo run or two to get a feel for your presentation. You could even record yourself to see what you do/don't like about your presentation.	<input type="checkbox"/>
Prepare for possible technical glitches.	You may well have issues during your demo (e.g. a break in your internet connection). Have processes in place to get around them. For example, an internet dongle in case your WiFi connection fails.	<input type="checkbox"/>
Experiment with ways to present your software to prospects.	Use different presentations—shorter, longer, more detailed etc. Over time you can work out your best approach, and you might even	<input type="checkbox"/>

	have different approaches for different personas.	
Don't use placeholder data on your presentation.	Show the type of stats your prospects will want to see. For example, stats about how your software improves productivity, saves money, improves business management etc.	<input type="checkbox"/>
Don't clutter your demo.	Close all non-essential apps before you begin. You don't want interruptions during your presentation—it looks unprofessional. That means shutting down the likes of Slack, email notifications, or anything else that can get in the way of your demo.	<input type="checkbox"/>
Have a notepad ready.	You'll need a notepad/note taking software to jot down any questions during the demo.	<input type="checkbox"/>

3. What to do during your demo

Task	What to do	Status
Stick to your schedule.	Begin and end on time. It sets a good impression and means you cover all your key points without	<input type="checkbox"/>

	talking for too long.	
Get prospects' attention immediately.	Start with a bang. Use your main USP and/or whatever part of your software solves their issues.	<input type="checkbox"/>
Take the micro approach.	Cover the minor details as well as the bigger picture. A brief overview of your key USPs is fine, but explaining the finer details will help to hammer home your product's value.	<input type="checkbox"/>
Don't sell your features—demonstrate the <i>value</i> of your software.	Explain how your product will solve your prospects' problems/needs. It's essential to cover the <i>value</i> , rather than simply discussing what your software does.	<input type="checkbox"/>
Don't overcomplicate your demo.	Avoid industry jargon that can confuse your prospects. Keep your language clear and to the point so you can focus on your software's value.	<input type="checkbox"/>
Leave time for Q&As.	Allow for questions at the end of your demo. Answer questions quickly, but thoroughly. You may have more than one set of questions from different attendees. It's a chance to learn about their needs.	<input type="checkbox"/>
