

1 ☐ *Demonstrations*

- Determine your objectives and constraints; that will determine the design of the demo
- Purpose
 - Sales
 - Focus on solving the customer's problem, not your technical prowess
 - Return-on-investment (ROI)
 - Training
 - Hands-on is essential
 - Master's Degree
 - What's novel? Achieve specific technical goal?
 - New system or incremental improvement?

2 ☐ *Audience/Setting*

- Trade shows
- Individual
- Technical or management or marketing?
- Small groups

3 ☐ *Timing*

- The 2-5 minute demo
- The 10 minute demo
- The long demo
 - Story line to motivate
 - Reemphasize the key points as you go through

4 ☐ *Preparation (1)*

- Configuration issues
 - You are not just demoing your software, you are also demoing the environment in which it runs
 - Just as you must keep your demo under rigorous

configuration control, so you must manage the environment

- Network connections
 - Never count on them being reliable when off-site
 - Always test in physical isolation

5 ☐ *Preparation (2)*

- Using projectors
 - What will the ambient lighting be?
 - What time of day will the demonstration take place?
 - How much physical space is available?

6 ☐ *Preparation (3)*

- Booth design
- Shipping equipment
- Transporting slides/transparencies
- Handouts
 - Reference points
 - Preview of what's coming
 - Where to go for more info
 - Pricing info?

7 ☐ *Delivery (1)*

- Plan the flight and fly the plan
- Ensure everyone knows what the purpose of the demonstration is, how the point will be made, how long the demo will be, and perhaps how you want to handle questions/deviations from the plan
- Keep the customer's hands off the keyboard
 - Is their goal to crash the system, or to see if the system

only works on a single test case?

8 ☐ *Delivery (2)*

- Handling questions
 - Push-back?
 - Talking about your competition
- Dealing with interruptions
- Dealing with latecomers
- When the system crashes
 - Having two machines, and people, at the demo
- When performance is slow

9 ☐ *Conclusion*

- Summarize the key points
- Close the sale? Rather, focus on a concrete follow-up action for sales demonstrations
- Technical achievement? Ensure the point was clear