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