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STEPS ON HOW TO DEMO A SOFTWARE PRODUCT

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1

Understand Your Audience

Begin by researching and understanding your audience's needs, challenges, and level of expertise. This allows you to tailor your demo to address their specific concerns and highlight features most relevant to them.

2

Set Clear Objectives

Determine the main objectives of your demo beforehand. What do you want your audience to take away from it? Setting clear goals helps in focusing the demo on showcasing how your software can solve their problems or improve their processes.

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3

Prepare Your Environment

Ensure that your demo environment is set up correctly and is free from potential disruptions. This includes checking the software, internet connection, and any devices you'll be using to present the demo.

4

Create a Compelling Story

Structure your demo around a story that resonates with your audience. Use real-life scenarios or problems that your software can solve to make the demonstration more relatable and engaging.

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5

Highlight Key Features

Focus on the key features that solve your audience's problems, rather than overwhelming them with every capability of the software. Explain the benefits of these features and how they contribute to solving the audience's challenges.

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6

Anticipate and Address Questions

Prepare for potential questions or objections your audience might have. Address these proactively during the demo and be ready to provide detailed answers to any queries that arise.

7

Demonstrate Ease of Use

Show how easy it is to use your software. Highlight user-friendly interfaces, quick setup processes, or automated functions that can save time and reduce complexity for users.

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Include a Hands-on Segment

If possible, include a hands-on segment where the audience can try the software themselves. This can be through interactive elements within the demo or by providing temporary access to the software after the demonstration.

9

Follow Up

After the demo, follow up with your audience to answer any further questions, provide additional information, or discuss next steps. This keeps the conversation going and helps in moving potential customers through the sales funnel.

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10

Provide Use Cases and Testimonials

Share success stories, testimonials, or case studies from other users or businesses that have benefited from your software. This adds credibility and helps potential customers envision the impact of your product on their own operations.