

# Demonstrate your product to Advance the Sale

## ① RE-ESTABLISH RAPPORT AND WELCOME

Greet the customer, have a casual chat about something that relates to them that is not based on business, that will contribute to the two of you connecting at a closer level.

## ② CONFIRM THE LAY OF THE LAND

Bring the topic around to the purpose of the demonstration and ask them if 'anything has changed since you both last spoke'. This will give you an insight into any other points of interest that have arisen and provide a more meaningful purpose to the activity.

## ③ GAIN AGREEMENT ON THE TOP 3 OR 4 NEEDS THAT WERE EXPRESSED

Prior to any demonstration, you would have uncovered key needs that the customer is looking at addressing and which you know your product will address. Prior to the actual demonstration, it is crucial that you gain agreement on those needs and what meeting those needs means to them so that you are able to align the buying criteria to these.

## ④ ASK FOR A COMMITMENT

Once you have gained agreement on the top 3 or 4 needs and the value meeting them has to the buyer and the business we need to understand where the customer is at. By asking a question along the lines of, 'By demonstrating how we can those needs today and how your business will benefit in these ways (share some benefits here), then are you still in a position to make a decision today?' It is important to gain his agreement prior to the demonstration and also let him know that there is an expectation for a result and that there is also a time frame expectation too. Once you understand that, you in a position to ask him to move ahead with the implementation, installation, delivery or whatever your next step is after the demonstration.

# demonstration matrix

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## ⑤ DEMONSTRATE THE PRODUCT

In actually demonstrating the product, some general statistics would be great, as would an analogy or metaphor. This will ensure that right brain and left brain people are in sync. A metaphor is when something is like something else... For example, you could say 'This product is like the engine room of your business' or you could use logic and say that '95% of businesses use this product and it generates 85% of most companies productivity'

The actual demonstration MUST incorporate the FEATURES, ADVANTAGES and BENEFITS of the proposed solution as well as what it will mean to him EMOTIONALLY so that you can gain COMMITMENT after each stage.

## ⑥ GAIN FEEDBACK

Ask the customer if there is anything else they need to see, hear or be told in order to make a decision. It is also important to understand the impact on him and others as well as the impact on the business.

## ⑦ SUMMARISE BENEFITS AND ASK FOR THE BUSINESS

Summarise the benefits in such a way that he agrees to how the solution meets their needs and then proceed to ask for the paperwork to be completed, or organise delivery dates or ask them to proceed to the next level, whatever that may be for you.

Please share this if you feel it would help a colleague.  
All the best.

# demonstration matrix