



PRESENTATION & DEMO TECHNIQUES

Create an Urgency to Buy!



Proficientz

YOU WON'T HAVE TO "FIGURE IT OUT" AFTER THE TRAINING

Hands-on, how-to learning that's personalized to your products, markets and business model.

UNIQUELY PROFICIENTZ

A **customer outcome** (versus problem) approach that guarantees you're building, marketing and selling solutions with quantifiable impact on the strategic business goals of your target customers.

B2B CERTIFICATION

Push yourself outside the boundaries of traditional product marketing and get certified on best practices that are uniquely valuable in B2B.



COURSE MODULES INCLUDED

Markets & Customer Goals

Market & Sell

Present & Demo

REQUEST ONSITE TRAINING

COURSE OVERVIEW

Bring the Buyers' Aspirations to Life – If your presentations and demos are technical and focus more on HOW products work versus WHY they're valuable, you're losing deals unnecessarily. In this two-day **hands-on, how-to workshop** you'll learn how to get buyers and users to imagine how successful they'll be with your products. It's the easiest way to differentiate and create an urgency to buy.

DAY 1 AGENDA *Two 4-hour sessions via Zoom Meeting*

Day 1 Theme: Sales discovery techniques that help you understand the strategic buyer motivations from the top of the customer organization down so that your presentations and demos are properly aimed!

- **Organizational personas** that paint a picture of the customer organization from the top down so that all sales conversations speak directly to business goals and priorities that are strategic to your target customers.
 - You'll love the simple one-page format and how it simplifies your demos.
- **What do good business requirements look like?** They're a representation of WHAT your target customers are doing and WHY, without any regard to your products.
 - You get to be the customer and create strategic, operational and tactical business requirements from their perspective so that you have a "can't miss" target for your product demos.
- **Situational competitive analysis** that does away with product feature comparisons in favor situational job tasks that highlight your strengths and weaknesses and the subsequent demo scenarios that are most beneficial.

At the end of day 1, you'll be able to answer the following questions:

1. **WHAT** are prospects trying to accomplish
2. **WHY** are those business goals critical to the success of their organization?
3. **WHAT's** stopping them & **WHY?**
4. **WHAT** are they doing about it?
5. **WHAT** metrics do they use to measure success?

TOOLS & TEMPLATES

Paint-by-Numbers Simplicity

Examples to Follow

Online Video Instruction

Click the Framework Activity,

Get the Template

ENROLL IN ONLINE TRAINING

DAILY AGENDA (ONSITE)

Optional Breakfast: 8:30

Start Class: 9:00

Break: 10:15

Lunch: 12-1:00

Break: 2:15

Break: 3:45

Adjourn: 5:00

IDEAL PARTICIPANTS

VPs & Directors

Sales Reps

Product Consultants/Specialists

Product Marketing Managers

Industry/Market Managers

Product Management

CONTACT

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DAY 2 AGENDA *Two 4-hour sessions via Zoom Meeting*

Day 2 Themes:

1. More WHO, WHAT & WHY in your demos vs. HOW.
2. Creating a powerful value story to differentiate.
 - Learn a **tiered demo framework** that communicates:
 - Strategic value to executives
 - Operational value to department heads
 - Tactical job value to managers and users
 - Learn how to **make discovery meetings more consultative** with insightful questions and informative talking points that tell you exactly what's driving the buying decision from the top down.
 - Learn how to deliver presentations and demos in **simple conversational vocabulary**.
 - Learn how to create a **repository of standard user/demo scenarios** that simplify preparation for each demo.
 - Learn how to **set up a room** for the ideal face-to-face presentation/demo.
 - Learn **presentation mechanics** (web or face-to-face) that keep your audience engaged and in their comfort zone.
 - Learn how to **plant traps for the competition** without mentioning their name.
 - Learn how to **get out of traps** the competition sets for you.
 - Learn how to **handle questions and objections** without sounding defensive.
 - Learn how to **make the best of scripted demos** when you're forced to follow the buyer's script.
 - Learn how to **nailed the demo** even when you haven't had a pre-demo discovery meeting.

At the end of this workshop, you'll know **HOW** to deliver differentiating presentations and demos that accomplishes three things:

1. Convince prospects that your products can make them measurably better in ways that have strategic value to their organization.
2. Use the business credibility of your sales team to differentiate.
3. Improve win rates.

THE PROFICIENTZ DIFFERENCE



Deliver, Market & Sell Greater Strategic Value

Proficientz

Hands-On, How-To Training



You Won't Have to "Figure it Out" After the Training!

80% of every [instructor-led](#) and [online](#) training course consists of hands-on exercises and role-play scenarios that reflect your real-world. Hands on, how-to training for your products, your markets and your business model. You'll know exactly **what** to do and **how** to do it after the training because we'll do it together first in the classroom, real or virtual.

Don't Start With Customer Problems!

Ultimately, your products are going to solve customer problems but building your presentations and demos on a problem-based framework is risky. You can solve legitimate customer problems that may have no strategic value to the customer.

Proficientz has developed the only [B2B framework](#) that cuts to the chase. You'll learn a can't miss approach that makes the **top-down business goals of your target customers** the focal point of your presentations and demos. All you have to do is uncover and eliminate the biggest obstacles standing in their way and you'll never miss the value target.



No More Tactical Fragmented Value Messages!

The value message for every product isn't always best for every sales situation. Proficientz offers the only framework that's designed specifically for marketing and selling a B2B portfolio of business solutions.

Since most of your products target the same markets and customers, you'll learn how to use marketing and sales strategies to align all products to a common set of strategic goals and priorities of your target customers. That way, you can rest assured that your value messages are hitting the mark.

