

# PRODUCT DEMO SKILLS

*Create a Greater Urgency to Buy!*



Proficientz

## UNIQUELY PROFICIENTZ

1. *Personalized Training*
2. *Outcomes vs. Problems*
3. *B2B/B2B2C Specialization*

### 1. PERSONALIZED TRAINING

**Hands-on**, how-to learning that's personalized to your products, your markets and your business model. You'll know exactly what good looks like for you!

### 2. OUTCOMES vs. PROBLEMS

You'll never miss the target for strategic value when everything is centered on **customer outcomes**. It's a simple shortcut that brings the customer's biggest problems to you.

### 3. B2B/B2B2C SPECIALISTS

Focus on creating successful customers. Successful products will be the result! Learn how to deliver **multi-product solutions** that have more quantifiable customer value than any single product can deliver on its own.

INSTRUCTOR-LED TRAINING

ON-DEMAND TRAINING

## LESSON PLAN

**Bring the Buyers' Aspirations to Life** – Technical demos extend sales cycles and cause you to lose deals unnecessarily because you're not speaking the language of your buyers. In this **hands-on, how-to workshop** you'll learn storytelling demo techniques that get prospects to envision greater success with your products versus the competition. It's the easiest way to differentiate and create a greater urgency to buy.

### SESSION 1 4 hours (Zoom Meeting)

*Introduction to Outcome-Based Demos*

**Lesson 1:** Discovery Best Practices Before & During the Demo

**Lesson 2:** Establishing the Target Customer Footprint

**Lesson 3:** Framing Your Value Story Around Strategic Outcomes

### SESSION 2 4 hours (Zoom Meeting)

**Lesson 4:** Creating Demo Scenarios That Support Strategic Outcomes

**Lesson 5:** Situational Competitive Scenarios

**Lesson 6:** Company Facts and the "So What" Factor

### SESSION 3 4 hours (Zoom Meeting)

**Lesson 7:** Delivering the Demos

### SESSION 4 4 hours (Zoom Meeting)

**Lesson 7:** Continued

**Lesson 8:** Demonstrating Around Product Weaknesses

**Lesson 9:** Handling Questions & Objections

## A Framework for Building, Marketing, Selling & Delivering Strategic Customer Value



### Deliver Solutions That Make Customers Measurably Better at Mission-Critical Business Processes

That’s what makes the Proficientz Framework unique. It’s the only framework that makes the top-down business priorities of your target customers the focal point of product management, product marketing, sales and customer success teams. It’s a can’t-miss approach for consistently delivering a portfolio of solutions with strategic customer value.

### Continuity From a Single Framework Accelerates Your Maturity!

1. **Basic** – Build, market, sell and deliver **products** that make users quantifiably better at their job.
2. **Intermediate** – Build, market, sell and deliver **multi-product solutions** that make customer departments quantifiably better at their business function.
3. **Advanced** – Build, market, sell and deliver a **portfolio** of vertical market business solutions that give the customer organization a competitive edge in its industry.

#### CONTACT

404-680-8701



[inquiry@proficientz.com](mailto:inquiry@proficientz.com)



[www.proficientz.com](http://www.proficientz.com)

