

Demonstration Skills Workshop



Proven Results... a step-function change from lackluster and inconsistent... to high-impact, sales-driving demonstrations and presentations.

The software demo... a bit like patting your head and rubbing your tummy, and at the same time reciting the Gettysburg address... all with enthusiasm!

WAMware Workshops are:

- ◆ tailored to your company solutions and sales process
- ◆ fast-paced, high-energy
- ◆ highly effective for novices through top-gun veterans

Over one thousand students trained at workshops around the world, Rotterdam, Paris, Munich, Frankfurt, Tokyo, Singapore, São Paulo, Los Angeles, Toronto, Pittsburgh, Minneapolis, Orlando, Atlanta...

"More than 150 of our sales and application engineers have attended WAMware Demonstration and Presentation Skills workshops.

*Wayne's sessions have been high-energy, insightful, motivational and, most importantly, have delivered a **step-function increase** in the impact by which our people now present and demo our software solutions to prospects."*

*Joe Fairbanks,
Vice President Sales, ANSYS Inc.*

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The software demonstration continues to play a critical role in the software sales process. Unfortunately this great opportunity to convince the prospect all too often goes unrealized for the simple lack of good demonstration techniques. We invest person-months in training our application engineers and sales people in the technology and mechanics of the software product... but pay little if any attention to building top-notch presentation and demonstration skills.

Try asking your sales and application engineers the simple question...

Is the primary purpose of a demo to inform the audience about our product?

In addition to a puzzled look, you're likely to get the answer... yes, of course. Certainly informing our audience is a noble objective... but not our primary purpose! The primary purpose of a software demonstration, and especially early in the sales process, is to enthuse the audience... to get their emotional attachment to our product. As the sales process progresses, we'll have plenty of opportunity to inform them of the features, functions, and benefits of our product... so that they can rationalize the emotional decision (albeit subconscious) that they've already made.

Excellent demonstration skills and techniques will secure this "emotional buy" early in the process and help fuel the ensuing "rationalization" that leads to selection and purchase of our product. These skills are also important during the shepherding of hands-on sessions for our prospects... and in retaining control and momentum during grueling and pivotal benchmark marathons.

Objectives of the Workshop

The WAMware Demonstration Skills Workshop will provide a "kickstart" for your sales teams... an immediate and noticeable improvement in their demonstration skills and techniques... and put them on the path to becoming your strategic weapon in capturing the emotions and "votes" of your prospects. The workshop will benefit both your newer team members and your top-gun veterans.

We'll work on... general presentation techniques, setting demo objectives and laying out the demo "road map"... good posture, diction, and delivery... lively pace, positive terminology, and a warm, friendly tone... highlighting process flow and customer benefits... recap of demo and closure on demo objectives.

We'll do this in the context of three environments... 1) a small audience demonstration (say with 3-5 people around a workstation), 2) a large audience presentation (trade shows, user conferences, large customer gatherings) and 3) a web-delivered demo to a remote audience.

The "Objection Handling" module will provide your sales and application

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engineers with insight and skills in how to address objections that arise during demonstrations and presentations. A question from the audience is our opportunity to really establish credibility and trust... the more difficult the question, the greater the opportunity... the goal is to make certain that the interruption adds to, rather than detracts from, our momentum.

Credentials

Wayne McClelland was often complimented during his 25-year career with SDRC (a 2500-person engineering software company acquired by EDS in 2001) as being "one of the few software executives who can authoritatively demo the software". Wayne combines energy, knowledge of the industry, and an uncanny connection with the audience to deliver highly credible and motivational presentations. He is particularly adept at the challenging art of the combined presentation/demonstration.

Wayne has performed (and a good presentation or demonstration is indeed a "performance") at hundreds of seminars and conferences in North America, South America, Europe, Australia and Asia and trained over one thousand application engineers and sales staff in demonstration and presentation skills.

Content of the Workshop

The workshop is conducted over a contiguous 2 day period with an optimal class size of 10-to-15 attendees (see Agenda in the right-hand sidebar).

Each attendee will perform a demonstration several times "live" in front of the audience (instructor, other attendees, and optional video recording). The audience will then provide supportive reinforcement and constructive critique. Repetition and peer pressure are important to drive home and then refine the key techniques. Participating also as an audience member is important in helping the attendee "see things from the audience perspective". The "Objection Handling" module continues the same format of lecture followed by "live audience" experiences (starting gentle and becoming more challenging) for each attendee. The "Web-based Demo" module explores the incremental challenges posed by remote web-delivered demonstrations.

For purposes of exposing these top-notch presentation and demonstration techniques to a larger group (tens, hundreds) and doing so over a shorter period, we also offer a half-day (4 hour) Demo Skills Class.

Contact us today for a step-function increase in your demonstration and presentation impact!

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"Wayne has conducted three Demo Skills Workshops for our sales teams in Central Europe and we are extremely pleased with the results. Not only is Wayne the "Demo Grandmaster" himself, but he is unique in his ability to transfer this skill to others. Both new and experienced AEs (and even repeat attendees) have come away with dramatically improved skills to deliver exciting and convincing demonstrations, so much so that we plan to repeat the workshop about every two years. The WAMware Demo Skills Workshop is one of the best investments we've made for internal training."... Stefan Werner, Support Manager, SDRC (now UGS) Central Europe

"In my 17 years in the CAD business, the WAMware Demo Skills Workshop was the very best training event I've ever attended."... Sylvain Trudel, Technical Manager, SolidXperts

"Wayne is a very unique individual. I have never met anyone who could prepare and perform a top drawer demo including discussing the technology in its full technical detail in the morning and have a superior management/ROI/business strategy discussion with the CEO in the afternoon. No one has more energy than Wayne."... Brad Morley, director on major boards in the engineering software market

AGENDA

- Demos in the Sales Process
- Role of the Salesperson
- Workshop 1 -- "Turbo Tests"
- Presentation Skills -- a Primer
- Demo Skills and Techniques
 - ◆ Small Audience Demos
 - ◆ Large Audience Demos
 - ◆ Demo Do's and Don'ts
- Workshop 2 -- Small Audience Scenario
 - ◆ setting the scenario
 - ◆ conduct demo
 - ◆ peer review and critique
 - ◆ video tape review
- Objection Handling
 - ◆ a chance to establish trust and credibility
 - ◆ steps in handling objections
 - ◆ objection do's and don'ts
- Workshop 3 -- Sales/AE Team Demo
- Workshop 4 -- Large Audience Demo
- Web-delivered Demos
 - ◆ maintaining pace and control
 - ◆ "reading" the non-visible audience
- Workshop 5 -- Web-delivered Demo
- Review and Assignments