

Driving Success with Better Demo Preparation and Presentation

GreatDemo!

OVERVIEW

The client is a pioneer in extended workforce management, known for its AI-driven vendor management system (VMS) that helps enterprises source and optimize contingent labor. They struggled with sales and deployment of their product, and sought to establish a framework that will improve their processes and software demonstration effectiveness. With Great Demo's help, they made significant improvement in their funnel metrics which lead to increased customer satisfaction and retention, and boosted the team's confidence in demos.

CHALLENGES

The software sales team needed to implement a standard process for demonstrations. They struggle with positive demo outcomes and needed to improve their discovery and qualification, preparation, and communication between the sales and presales teams.

Steve Lewis, their Chief Revenue Officer, remarked that the team's demo creation and presentation skills needed improvement to better demonstrate the value of their solution if they wanted to win in a competitive market. That's why they reached out to Great Demo!

SOLUTIONS

Great Demo! worked closely with the client to tailor its demo approach to the workforce management industry and their specific solutions. We provided hands-on training and coaching on preparing and presenting demonstrations to get the highest probability of success as well as determining and organizing the right content for a demo. After the workshop, their team was equipped with:



New compelling demo structure of their software targeted for typical key scenarios



Ability to identify other real-life scenarios and apply the methods and solutions accordingly



Present their demonstrations in the most impactful way to get the best results



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RESULTS

The client saw a significant increase in the following metrics after completing Great Demo!'s training program and implementing the strategies they learned. Their success with Great Demo! has led to increased customer satisfaction and retention rates.

QUALIFY TO DEVELOP

50%

74%

DEVELOP TO PROVE

37%

73%

PROVE TO CLOSE

22%

72%

■ Before Great Demo!

■ After Great Demo!

Team members also reported feeling more confident and prepared during demos. Steve noted that the new methodology helped them focus on the customer's needs and pain points; thus, earning positive customer response and overall impact on the business.

Overall, the client's partnership with Great Demo! has helped them stand out in a competitive market, improve their discovery skills, increase sales results, and demonstrate the unique value of their solutions to potential customers.

If you want to have a demo methodology that will help you enjoy the same results as this client, Great Demo! is ready to help. **Let's talk** about organizing that Great Demo! workshop for your team!



Partnering with Great Demo! completely changed the game for us. We went from delivering generic demos to leading conversations that deeply resonate with our customers. The results speak for themselves—our qualify-to-develop rates jumped from 50% to 74%, and our prove-to-close rate more than tripled. This wasn't just a training—it was a transformation. We now approach every sales conversation with clarity, confidence, and a structure that converts.

Steve Lewis
Chief Revenue Officer

