



GreatDemo!

Modern Demos. Real Results. Repeatable by Design.

The Evolution of Pre-Sales begins here!

Most demo problems are not product problems. They are buyer confidence problems.

Buyers today face:

- Information overload
- Generic demos
- Low relevance
- Weak executive alignment
- Slow decision momentum
- More information, less clarity

The Great Demo! Difference

Great Demo! is the globally recognized methodology for transforming sales demos, discovery conversations, and customer-facing interactions into compelling business conversations that drive urgency, accelerate decisions, and increase win rates.

For more than two decades, Great Demo! has helped software companies, presales teams, sales organizations, customer success groups, and revenue leaders dramatically improve how they engage buyers. Great Demo! helps create buyer-centered, scalable demo experiences that result in shorter sales cycles, higher conversion rates, improved buyer engagement, and stronger competitive positioning.

Core Methodology



Discovery-Driven Demonstrations



Situation Slides



Persona Messaging



Storytelling Frameworks



Menu-Based Demonstrations

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Modern buyers expect relevance.
Not generic capability tours.



GreatDemo!

Operational Enablement

Great Demo! helps organizations operationalize demo execution including:



When enablement is continuous and operational, people improve, customers win, and revenue grows.

REPRESENTATIVE CUSTOMER OUTCOMES

re:members

Revenue Growth & Sales Cycle Improvement

reMembers partnered with Great Demo! to improve discovery effectiveness, value articulation, demo execution, onboarding scalability, and sales consistency.

KEY RESULTS

- Close rates increased from 29.6% to 73.2% within one quarter
- Sales cycle reduced by 52% (190 days to 90 days)
- Increase in quota attainment
- Onboarding scalability and executive conversation confidence

Ellucian

Enterprise Selling & Demonstration Transformation

Ellucian implemented Great Demo! to improve customer-centric selling, discovery effectiveness, demo personalization, storytelling, and executive engagement.

KEY RESULTS

- 50% initial increase in ERP win rates
- 9% year-over-year company-wide win rate increase
- Demo engagement and retention
- Alignment to customer business priorities and differentiation

These organizations achieved measurable business impact through practical reinforcement, leadership alignment, and operational adoption of discovery-driven selling and demo excellence.

“ The goal is scalable buying experiences that reduce confusion, increase buyer confidence, and accelerate deal momentum resulting in higher win-rates. ”