

Transforming Cybersecurity Sales with Great Demo!



GreatDemo!

CHALLENGES

JupiterOne struggled with feature-driven demos that failed to showcase value and needed a better way to manage the logistical and technical challenges of POVs. Their goal was to boost conversion rates, reduce delays, and improve buyer engagement.

By adopting Great Demo! and Homerun Presales, they achieved an initial 100% POV success rate, enhanced customer engagement, and streamlined sales operations. This powerful combination turned their demos into compelling, customer-centric presentations while optimizing POV execution—leading to faster deal cycles and higher conversions.

SOLUTIONS

JupiterOne revolutionized its sales approach by adopting the Great Demo! methodology, shifting from feature-heavy presentations to buyer-focused demonstrations that immediately addressed customer pain points. With expert guidance from Paul H. Pearce, the team transitioned from making prospects “connect the dots” on their own to delivering problem-first, high-impact demos that showcased immediate value before diving into features. This change significantly improved engagement, helping sales reps quickly align with buyer needs and drive stronger interest from the start.

To further enhance their sales process, JupiterOne integrated Homerun Presales, a structured presales workflow platform that improved transparency, efficiency, and consistency in their POV execution. It helped streamline their evaluation process, reducing friction and ensuring efforts were focused on high-potential opportunities. The combination of Great Demo! and Homerun Presales created a seamless presales strategy—aligning engaging, problem-driven demos with a structured POV process—leading to stronger buyer alignment, more efficient deal execution, and ultimately, greater sales success.



RESULTS

The integration of the Great Demo! methodology and Homerun Presales yielded immediate and significant benefits, marking a new era of sales and operational excellence for JupiterOne.



JupiterOne's tailored demonstrations resonated deeply with prospects, leading to a 100% POV Success Rate post-implementation.



The shift to customer-centric demonstrations improved customer satisfaction and increased conversion rates.



The Homerun Presales' tool improved their timelines, defined responsibilities, and optimized resource allocation.

JupiterOne's journey showcases how combining the right sales methodology (Great Demo!) with operational efficiency tools (Homerun Presales) can drive higher conversion rates, better buyer engagement, and a more scalable sales process. This case study offers a proven roadmap for sales teams looking to enhance their demo strategy, streamline POVs, and accelerate revenue growth.

Any sales team struggling with POV inefficiencies and low demo engagement can achieve similar results by adopting a structured, customer-centric demo approach and optimizing their presales operations.

If you want to achieve 100% POV Success Rate and enjoy a faster and more efficient sales process like JupiterOne, **talk to us** and we'll help you make it happen!



Adopting Great Demo! and Homerun Presales has not only addressed our initial challenges but has set a new benchmark in how we approach sales and operations.

Brian Skrocki

VP of Technical Field Operations,
JupiterOne

