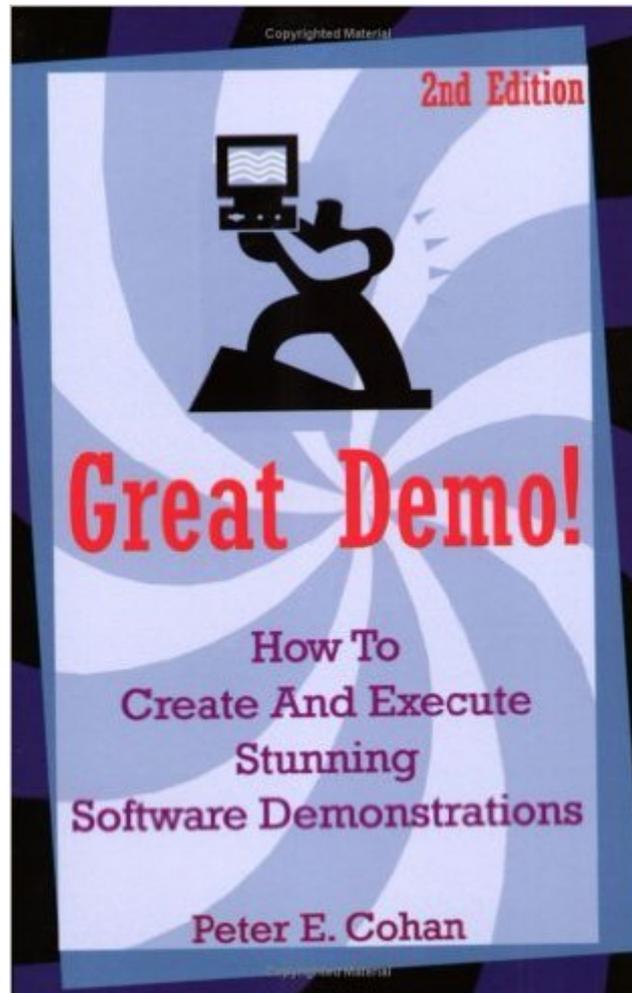# Great Demo!: How To Create And Execute Stunning Software Demonstrations

Synopsis

Great Demo! provides sales and presales staff with a method to dramatically increase their success in closing business through substantially improved software demonstrations. It draws upon the experiences of thousands of demonstrations, both delivered and received from vendors and customers. The distinctive "Do the Last Thing First" concept generates a "Wow!" response from customers.The Great Demo! method is presented simply and clearly, and is elaborated more fully in each successive chapter, providing a rich toolkit for software sales teams. Real-life anecdotes, examples, and axioms offer humorous and effective punctuation.Updated with new best practices, tips and techniques, this second edition now includes a complete chapter on remote demonstrations-an area of increased activity and unique challenges. An additional chapter on managing evaluations (for fun and profit) extends the utility of the book to those in sales and management.Great Demo! is a terrific read on an airplane or between customer visits. It offers a straightforward process for creating and delivering highly compelling software demonstrations, excellent advice, tips, and the occasional epiphany.

Book Information

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Customer Reviews

In Great Demo, Peter Cohan applies his own methodology for how to give a demo in how he writes a business book. Even though the book is nearly 300 pages, it gets directly to the main premise. Show your prospect the best part, the most valuable aspect, of your product right at the front of your demo. Cohan does this with the book as well by giving us the "punch line" on page 5, not page 205.

Just after the Introduction, the author gives us the "answer" to effective software demonstrations - "Do The Last Thing First." Show them that part of the killer demo that's meant to knock their socks off; that part traditionally following the grand build up like a symphony musical. Just skip the prelude, build up and all that other stuff and show the customer what they really want to see. Then you have their attention to fill in the details because you've proven (hopefully) up front that you are relevant and worth their time. It is interesting to observe how many proven advertising schemes already have this grab `em-up-front tactic built in. This can be seen in some television and magazine ads, most trade show tables, and yes even SPAM. Great Demo addresses this human need for immediate resolution - why is this worth my time at all? - in the board room during demos.With 250 more pages of regular content (not counting the Appendices, glossary, etc.) Great Demo has a lot more to say about knowing what the most relevant part of your system might be to show each individual client and how to deal with the inevitable questions, etc. But, the core of Great Demo is simple, memorable and effective. I have had the opportunity to give several demonstrations since reading Great Demo and I have found this up front approach really changes the dynamic with the prospect in a healthy way.

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