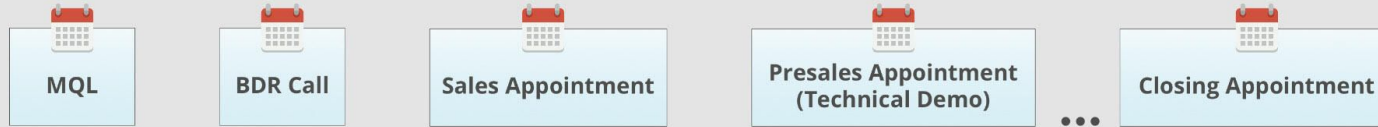


SELLING IN THE GAPS



Send an automated demo between appointments to qualify prospects and shorten sales cycles.

The Demo Qualified Lead (DQL) watches a demo before engaging a presales resource.

THE 6 DEMO TYPES

Vision

5-7 min; problem/solution/benefit; light on product; often built by Marketing; automate and delegate

Micro

5-7 min; generic and product oriented; review PSB; built by SEs; automate and delegate

Qualifying

12-25 min; deeper on product but still generic; built by SEs; automate, DO NOT delegate

Presales (Live) Technical

45-60 min (or longer); custom and deep on product; built by SEs; DO NOT automate or delegate

Closing Demos

1-5 min; product oriented; built by SEs; automate, DO NOT delegate

Buying Process

NEED

Change /
Discontent

LEARN

Research

LEARN

Comparison

BUY

Fear

BUY

Commitment

FAQ
DEMOS
1-5 min

