



Demonstrations

Do's	<p>Part of a Demonstration</p> <ul style="list-style-type: none">• Small introduction so that the audience understands the context• Spend all time on what makes the product different• Explain each step and why• Have an audience member perform the demo themselves <p>Test the Product</p> <ul style="list-style-type: none">• Test with your ideal customer in advance• Know the FAQs in advance and have great answers <p>Practice</p> <ul style="list-style-type: none">• At least 3 times• Out loud <p>Other</p> <ul style="list-style-type: none">• Have two people at the demonstration• Be flexible• Have a Plan B for if something goes wrong• Only answer questions if you KNOW the answer as honesty is paramount• Tell a story
Don'ts	<ul style="list-style-type: none">• Don't sit down• Minimize your physical activity as it is distracting• Avoid business jargon and technical details