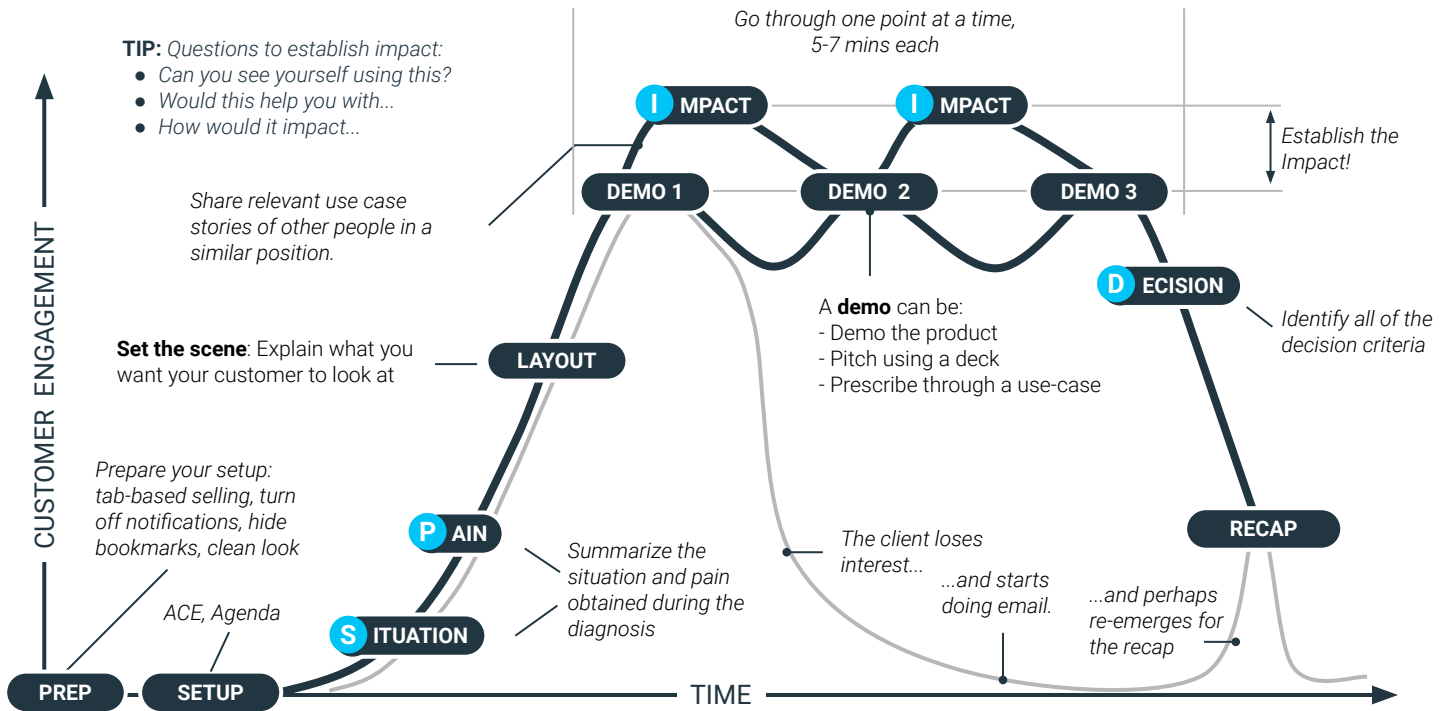


How to Demo a Solution



> Open

Exchange pleasantries. Ask approval to take notes and/or record the call.

How to prepare:

- Know the 3 points you plan to discuss.

> ACE

Orchestrate the call, check time, set the end goal, and engage:

- A Appreciate:** Appreciate you taking the time.
- C Check time:** Are we still good for 30 minutes? Ask everyone.
- E End goal:** Typically at the end of this call we agree to...

Confirm by asking *Is that a good use of our time today?*

How to prepare:

- Determine in advance the outcome of the call: a proposal, a deep dive, additional demos with more stakeholders?

> Agenda

Your agenda should mirror the pain points from the diagnose.

- **Ask all attendees:** *Is there anything you'd like to add?*
- **Make sure you involve everyone:** *How about you, Danny?*
- **Repeat goals, then ask:** *Is there anything else?*
- **Ask:** *What is the most important? Let's start there...*

How to prepare:

- Send a calendar invite
- Include an executive brief
- Multiple attendees?
Ask your coach to brief you
- Confirm 24 hrs and 5 mins before

> Layout

Orient the customer as to where/what they're seeing on the screen.

How to prepare:

- Preload relevant tabs.
Close others.

> SPICED

Connect to previous conversations with a summary of the

Situation and **P**ain that led to this demo: *Earlier you shared...*

How to prepare:

- Research the situation. Identify the pains they are experiencing.

> Demo

Show how you solve their acknowledged pains, one at a time.

Share relevant stories of customers in a similar position.

How to prepare:

- Prepare with relevant use cases.

> SPICED

Impact on the business: **↑revenue, ↓cost, improve UX**

- Ask *Would this address the pains you have?*
- Ask *What impact would this have if...*
- Ask *Can you see yourself using this service?*

Critical **E**vent When do you need a solution in place?

What happens if you miss that date?

How to prepare:

- For each use case:
Who was the person?
What was the proof point (impact)? By when did they need a solution in place (the critical event)?

> SPICED

Decision criteria based on impact.

How to prepare:

- Prepare decision criteria table.

> Recap

Summarize the key takeaways from each demo point.

How to prepare:

- Keep good notes!

> Wagons

- **Look backward:** *Did we address all the questions you had?*
- **Follow up on ACE:** *At the beginning of the call we said...*
- **Look forward:** *May I ask, are you ready to move forward with...*
- **Orchestrate outcome:** *What would you like to achieve with...*
- **Involve others:** *Is there anyone on your side that could benefit...*

How to prepare:

- Prepare what to ask for based on the End Goal you mentioned in the ACE opening.

> Close

End with a short exchange of pleasantries relevant to the conversation.

How to prepare:

- Research personal interests.

ADDITIONAL RESOURCES FROM



Videos available on
[the WbD YouTube Channel](#)



Additional open source
templates can be accessed at
www.thescienceofrevenue.com