

## Podcast Script: Daily Demos

Welcome to this 60 second sugar snippet. My name is Susie Williams. Today we're going to talk about ways you can show off your product or service to a potential customer, using lower cost tools while retaining a personal touch.

One of my favorite parts of our county fair is what I call the “slice ‘em and dice ‘em hall”. As a kid, I used to love walking the aisles, watching each clever pitchman describe the amazing powers of the gadget at hand. Industry tradeshows are the modern day equivalent of this arena; you usually won’t find Ginzu knives or Popeil Pocket Fishermen, but you will find rows of booths filled with marketing and sales people poised and ready to demonstrate their products to you.

Tradeshows can be effective, but they’re very labor-intensive, often involving substantial costs in time and money. They also happen only a few times a year, so they don’t provide a steady stream of leads. What our company was looking for was a way to show off our products on a more regular basis with a minimal amount of time and effort. We had videos of the product on our website and the ability to “test drive” the software, but we wanted something more personal. The answer was to launch a program of web-based live “daily demos.”

A couple of months ago we started holding regular online live demonstrations of our software solutions. Demos are held several times a week and happen at various times of the day to make sure people from different time zones have ample chances to join the demo. We use online conferencing software and a telephone bridge so people can see the solution and hear the presentation. As we go through user scenarios, we encourage people to ask questions.

A live demo is preferable to a recorded video for people who want to get a “personal” tour of the software. The ability to ask questions right then and there is a key draw. At the end of the presentation, attendees are encouraged to contact our sales group for further information, and we’ll pro-actively follow up with them as well to see if there is any interest in buying our product.

We have found these daily demos to be a very effective source of leads for our sales folks. Another added benefit is that our sales team as a whole becomes more efficient; basic demos are done by the small crew of demo’ers, leaving the sales reps to handle more complex selling activities. We’re even using the daily demos as an employee recruitment tool; potential employees are sent to the demos so they can see what our software does, and thus determine whether they are interested in our company.

For us, the small investment in time and resources pays off handsomely with more leads for our sales group and more educated prospects. The program is working so well, we’re planning to expand its scope to cover more areas of the product and more days of the week. Pretty soon our “daily demos” will actually be held on a daily basis! That’s better than a Ginzu knife, any way you cut it.

And that's your 60 second Sugar snippet. Goodbye!