

6 Types of Demos to Accelerate Buyer Decisions

FAQ DEMOS
1-5 MIN

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



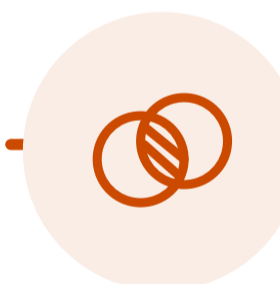
NEED
DISCONTENT

MICRO
10-12 min; generic and product oriented; review PSB; built by SEs; automate and delegate



LEARN
RESEARCH

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



LEARN
COMPARISON

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



BUY
FEAR

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



BUY
COMMITMENT

Selling Between Meetings

Send an automated demo between appointments to qualify prospects and shorten sales cycles.
The Demo Qualified Lead (DQL) watches a demo before engaging a sales resource.

