



MTS 223 – EFFECTIVE REMOTE DEMONSTRATIONS & PRESENTATIONS

Mastering Technical Sales

A virtual class custom designed for Sales Engineers to improve their preparation and delivery skills for digital sales meetings.

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Remote Demos and Presentations For Customer Engineers

This is the outline curriculum of a 1 day workshop specifically designed for Sales Engineers, focused on applying the twin principles of value-based selling and attention theory to digital sales meetings requiring remote/virtual presentations and demonstrations.

Outline Curriculum

The workshop is broken into four discrete modules, with an estimated run time of 5 ½ - 6 hours actual delivery and 8 hours with breaks.

Module 1 (60m)	Module 2 (80m)	Module 3a (80m)	Module 3b (80m)	Module 4 (50m)
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The recommended setup is for a maximum of sixteen students to interact with an instructor via the remote technology you use with your customers, plus the inclusion of webcams to assist during facilitation and feedback sessions. The design of the entire workshop highlights many of the best practices taught during the individual sessions.

Module 0 – Pre Work

Each student brings a (primary option) demonstration or a (second-best option) slide presentation which they commonly use, or an outline of one they wish to create. They should print out any slides, demo script and key screens as hard copy to have in front of them.

Module 1 – Introduction, Set-Up and Best Practices

Introduction & Objectives

Pro & Cons **Exercise** on the Virtual White Board (technology dependent)
Most/Least Comfortable **Exercise** using Chat Feature

My GPS/Roadmap for Today

The Fundamental Premise of Attention Theory for Digital Sales Calls



The Heartbeat Principle

The Rule of 3's

The Three Big Questions You Need To Answer

Timing

Exercise – How Can You Apply This Today?

Module 2 – Preparation

Preparing For The Call – Check Sheet #1 – Handout – minimal discussion

Preparing The Content – Check Sheet #2 – Handout – distributed electronically beforehand

Exercise – Objectives and MARS-BARS

Exercise – Residual Message and 3 Key Points (Recap from WB class – video available)

Exercise – Using The Three Wise Men and Big Sister (Recap from BVD class – video available)

Module 3 - Formatting The Demonstration

(With constant reference back to The Attention Curve)

Begin At The Beginning

Exercise – Your Intro

Exercise – Do The Last Thing First (video reinforcement available)

Exercise – Create The RSD: Rotational Slide Deck (Larger Group Exercise)

Present Back RSD

The Middle - The Demo Flow

Exercise – Create Your Own Demo GPS RoadMap (Larger Group Exercise – 4x4)

Present Back D-GPS

The End – Wrap and Drop The MIC (Memorable, Interesting and Compelling)

Summary (Slide) vs Q&A/Thanks



Module 4 - Delivery Techniques

Demo Guidelines – Do's , Don'ts and Crimes (Video reinforcement available)
Remote Session Guidelines and Rules
Using Technology To Assist

Exercise – Apply The Learning

Homework

Monday Morning Behaviour / Next Steps
Other Resources

Apply The Learning and Fully Incorporate Into a Demo/Presentation
Record Yourself
Have It Reviewed / Scored By Boss / Panel – using MTS/GOOG Rubric



Student Outcomes

After participating in the workshops, students will be able to:

1. Use a repeatable discipline to plan, create and deliver compelling and memorable digital sales calls.
2. Understand how to focus their content on the key issues of the customer instead of on product features.
3. Retain the customer's attention throughout the sales call.

Other customers have reported:

1. A **15% Reduction** in the average length of their sales call
2. A **50% Reduction** in the number of rescheduled calls for "re-do's and re-demo's"
3. An **8% Increase** in online close rate

A Forbes Insights article, "Business Meetings – the Case for Face-to-Face" reported that a survey of 750 senior business executives showed that 59% of them admitted to frequently surfing the web, checking their email and handling other unrelated work during webcasts.

