



# MTS 224 – CREATING MEMORABLE DEMOS AND PRESENTATIONS

Mastering Technical Sales

A one-day class custom designed for Sales Engineers to improve their demo creation, preparation, and delivery skills.

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## Memorable Demos and Presentations For Sales 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 demonstrations and/or presentations.

### Outline Curriculum

The workshop is broken into discrete modules, with an estimated run time of 5 ½ - 6 hours actual delivery and 8 hours with breaks. For virtual delivery we recommend using 2 x ½ days, covering two modules on Day 1 and the remaining modules on a proximate day.

#### 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.

Review the following two videos ..

#22 - The Perfect Sales Call  
#OMT3 – The Baked Cake

#### Module 1 – Introduction, Set-Up and Best Practices

The Fundamental Premise of Attention Theory for Digital Sales Calls

The Heartbeat Principle – Video Recap  
Group **Exercise** – Changes Required To Current Demo Strategy?

Introductions

The GPS/Roadmap for Today

Preparation – Part 1 – The Buyer Persona

Individual **Exercise** – Complete Customer Persona Profile  
Discussion – What Customers Really Want From You ?

## Module 2 – Some Serious Preparation

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 Wonderful Metrics + Mission (Recap from BVD class – video available)

## Module 3 - Formatting The Demonstration

(With constant reference back to The Attention Curve)

Start In The Middle – Build The Flow

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

**Exercise** – Present Back the Demo GPS Map

Now The Start

**Exercise** – Baked Cakes: Do The Last Thing First (video reinforcement available)

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

The End –

Fantastic Finishes: Drop The MIC (Memorable, Interesting and Compelling)

## Module 4 - Delivery Techniques

Demo Guidelines – Do's , Don'ts and Crimes (Video reinforcement available)

**Exercise** – Individual/Group Apply The Learning

**Exercise** – Small Group Presentations  
(Review & Feedback)

Advanced Topic – The Three Demo Filters (if time)

## Homework and Wrap / Summary

Monday Morning Behaviour / Next Steps  
Other Resources & Videos

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

## Student Outcomes

After taking part 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 MTS clients 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

*This workshop totally changed the way that I create and structure my demonstrations. I went back and worked with the two reps I support to incorporate much of this material, and it made a huge difference. I love it, my reps love it, and most importantly – so do my customers!*

*Principal SE, EMEA, Cybersecurity*