



Most automated demos fail, and the consequences aren't just bad; they are disastrous. The best and worst thing about automated demos is that they replicate very quickly. This means many people see your poor demo without you even knowing it. Prospects silently slip away, outqualifying you without you even realising they were interested. You're losing deals, credibility, and countless opportunities without even knowing it.

Most automated demos suck because most demos suck. Most demos miss structure. When people deliver these demos, they get away with it. Presales and salespeople bring something more than just information—they bring connection, personality, and trust. That smile, that story, that moment of empathy—it's what makes prospects feel understood. The interaction corrects missing links during a demo.

When COVID hit, everything changed. We all suddenly realised the impact of the human factor. And found that presenting online is much more difficult than in a room with people. The energy of a live room, the instant feedback, the connection—all of it vanished, leaving us with the cold, impersonal screen.

We had to improve our demos to be convincing online. We have found better ways to do this and to interact online. Does this mean we can use those revamped demos for demo automation?

The main problem with demo automation is that the presales teams own demo automation and ask their most successful team members to record their demos. They expect the recorded demos to be massively successful but find out they are not. The demos are too long, overly complex, boring, confusing, and hard to look at. They are not convincing at all. They do not replicate the success of that presales person. Why not?

Because demos often lack structure, they lack a solid foundation. Your most successful presales is likely the nicest person in the team. They add their personality to the demo, which makes the difference. The personal touch, the way they hold their head when listening to questions, the little jokes, the way they tell stories. All these selling points cannot be transmitted into your automated demos.

When you automate these demos, you likely automate poor demos. When that demo is on your website, everyone can see it and share it. Most people don't realise that the multiplier effect can be disastrous for your company's success.

It's like pouring gasoline on a fire—one poorly crafted automated demo can spread like wildfire, amplifying the mistakes across hundreds of prospects. Each click and view could damage your reputation, cause you to lose trust, and drive prospects further away. It's a ticking time bomb that could derail your entire sales process. Why is this happening?

I believe it has to do with the technology curve. Some of you have software that is an entirely new way of doing things; you know that your prospects don't know that they can do things differently; they are not aware that they have a problem, that they are running behind. So, what do you do first? You tell them why they have to look at things differently. The innovators and early adopters get the idea and get the technology, but the majorities don't. You have to convince them to change.

How does this relate to demo automation? Demo automation is reaching the majorities. Efforts by demo automation vendors are mainly focused on explaining why you should use automated demos. The information provided is about the need to change. They talk about higher conversion rates, how you can get more leads, and how you can save time for the presales team by having fewer demos. When the deal is closed, they help you set it up, install the technology, use the right hardware like microphones, and look into the camera. However, there is often very little information on how to structure your demos and what kind of storytelling to use.

They are telling you how important it is to eat healthy. And when you're convinced, they give you an oven, a pan and the ingredients. But you have no idea how to cook a delicious meal, what to do first, how long to cook the meat, how to cut the vegetables.

What is missing? Instructions on how to cook the meal, how to structure the content in your automated demos, and how to tell the story.

You need to know how to achieve your demo automation goals:

- How to turn them into lead machines on your websites by drawing people in, gathering information, and getting well-qualified leads that your sales team can follow up with.
- How to set up Discovery tools for your sales reps to help them in early conversations. To give prospects what they want, a quick view of the product, and a visualisation of a solution to their problems. And in the meantime, ask qualification questions.
- How to create compelling follow-up messages with sneak peeks into the product, adjusted to the problems just shared with the rep. Enabling your first contacts to sell the initiative internally and engage more people in a much easier way.
- And all this by reducing the burden on your presales team. So they can focus on the must-win opportunities, have more time to do full discovery, and establish relationships and trust with various stakeholders within the prospect. To have enough time to tailor person-led proof demos to prospects' needs. So, they don't need that expensive POC because you have answered all their questions and taken away their uncertainties.

This is why you invested in demo automation. You expect it to deliver results and drive real growth for your business. We're here to help you achieve those goals.

Unfortunately, all too often, companies fall short of achieving these goals. Why? Because they make common mistakes that prevent demo automation from working as it should. Now, let's explore how to avoid these pitfalls and realise these benefits.

Now, how do you get there? Let's explore.

Most automated demos are centered around features. The feature is the focus point, and you add some context to the feature. The issue with this is that your viewers, your prospects, don't care about features. They care about solving their problems. When prospects don't see their problems reflected, they disengage quickly, and your demo becomes just another screen full of irrelevant features. Most demos are about how operation people will be working with your software. But these people will never make the buying decision. Features lead to users; problems lead to buyers. In today's competitive environment, if your demo doesn't address the buyer's pain points, they'll outqualify you before you have a chance to make your case.

What if you could turn this around? What if your demo is centered on the problems you're solving rather than just the features you're showcasing? Start by focusing on your ICP (Ideal Customer Profile) and telling a unique story for each stakeholder. Help them move from their current painful state to a brighter future.

Context matters. Collaborate with people who understand the stakeholders' critical business issues, goals, and risks. Identify the underlying problems caused by insufficient software and explain how your solution fills those gaps. Use real-world examples and concrete scenarios to show how you add value and solve these problems. When prospects see their challenges reflected in your demo, they'll understand how your software helps them achieve their goals.

Embrace the customer; make it all about them and not your features. With this approach, whether it's an automated demo on your website or a live sales demo, your prospects will see not just a software feature but the solution to their problems.

We often see that companies rely on one standard demo—the Golden Demo. It's the demo everyone on the team must be able to deliver, the go-to when someone asks for a demo. These demos, often called spray & pray, show up & throw up or harbour tours. These demos are not the keys to success. When companies start with demo automation, they often start automating these unsuccessful demos. They are too long, too detailed, too complex, inside out, overwhelming and especially boring demos. Companies try to squeeze everything into one long demo. These demos are often focused on explaining processes and how to set things up rather than showing value. The result? Prospects leave before finishing, they don't provide contact details, and you've lost them before you even know they were there.

It is like going to a cinema that only plays one standard movie that takes 8 hours. It is romantic to attract teenage girls. It is funny because we want them to laugh; it's scary and has suspense to serve the brave people; it has sex and violence. It has everything, but nobody will be able to look at all of it. It serves everybody and, therefore, serves no one.

Imagine breaking up this one long movie into smaller segments that are interesting for specific audiences. You give control to the audience to see a movie they are interested in. This is something we learned from the cinema. This is what they do.

You can do the same when you automate demos. Break your standard demo into small, easily digestible stand-alone components. Each component focuses on solving a problem or a critical business issue.

As you now have more individual pieces, each focusing on a specific topic, your next step is to offer your viewers and reps guidance on which demo to choose.

We recommend starting the demo journey with an intro chapter, a menu of choices for the viewer or the rep to discuss with their prospect. Research shows that adding an intro chapter can increase the play rate by 72%. The most successful demos had 1.4 times more branching paths in the intro than the average.

You give your viewers and prospects the control to navigate the demo experience themselves, selecting only what matters to them.

We recommend using job titles as a starting point and, next, allowing prospects to choose their own adventure. By giving them control, you create a more engaging, relevant demo journey, helping prospects connect with your product on a deeper level and move closer to a decision.

This is a very simple way to present something crisp, precise, and engaging to prospects. You let the viewer decide which items from the Menu of topics they are interested in, and you only serve the dish of their choice. In this way, you give everybody exactly what they need. It gives prospects the feeling they are in control, allowing them to drive the conversation.

You're not overwhelming them; instead, you're offering just a teaser of the good things your software can do for them. This Menu Approach has been used by nearly all Great Demo practitioners as a self-rescue technique in many demo situations, especially when there's little information about the customer. It is embedded in the DemoBoost platform and is seen as a key to success. It increases play rates because you give control, letting viewers choose their own adventure—and by doing so, you also increase conversion rates."

Think TikTok, not Hollywood. Create short, compelling snippets to draw them in, make them eager for more, and lead them to sign up for more content. Build excitement and buy-in before the details come in. Focus on the objective of the demo in the buying journey. Make the first demo extremely short; it should be an appetiser. Use simple, everyday language and limit the demo to only 1 or 2 clicks. The goal is to take them to the next step. How do you do this?

Start each snippet by providing some context. This can be trends in the market, common issues by people in similar roles, or goals they have. You use the information from your ICP to provide this context.

You then show an end-result Illustration of how your software solves their issues. You do the last thing first: You show the solution to the problem on one software screen. In this way, the viewer immediately sees that you have a solution. They can now visualise the solution and decide if they like it.

Let me use an analogy to describe it best. Assume you need to finish this puzzle.

What would help you? An illustration of the end result gives you an excellent idea of where to start. Showing the end result helps you to understand how all the pieces fit together. And most



importantly, you know if you want to finish this puzzle!! If you don't like van Gogh, why even bother...

That's the objective of presenting the end result first. Your viewer knows that you have a solution right away. People buy software to gain insights and make better decisions. They don't buy your software to go through a series of complex steps. You tease them first with what they get out of it. Remember: people buy with their eyes, so always start with something visually attractive. In your interactive demo, focus on insights, the dashboard, or a report, not the process. What do you need to do next?

Many automated demos don't explain the software screen. The people creating them are very experienced. They can't imagine viewers getting lost. But let me tell you, they will get lost. You must guide the viewer and clearly indicate where they need to click and what they are looking at. Add video, audio or text elements to explain what viewers see and what your sales reps should highlight. Viewers see this for the first time and don't know where to look. You can help them focus on what matters most by highlighting a few options—you don't have to be complete. This is not a training.

Make it easy to understand. Don't use product names or acronyms. In the West, your viewers read top-down and left-to-right. Keep this in mind when explaining the screen.

Connect the software with the added value it will bring to them. People can only create a business case if they understand the added value, and they need your help with that. This is it. This is the first demo they get. The next step is a CTA to check if they want to see more or contact a rep.

Research shows that the completion rate of a demo is dependent mainly on the number of clicks, which is logical, of course. Keep demos short; get to a CTA as soon as possible. Get their buy-in first before you bring in the details.

Ensure your first demos are short and accessible to everybody. They must be concise enough to lead every viewer to the first CTA on your website or integrate them into sales reps' scripts. Include your first CTA on this first screen: Would you like to see more? Would you like to speak to a rep? Would you like more information?

If they'd like to see more, your next step is to prove that your software is easy to use. A brief path to let them experience the software. To prove that your software is easy, Reduce the number of clicks. The more viewers have to click, the more difficult your product looks.

Just show an easy but frequently used pathway with your software. Within Great Demo! we call this 'Just do it'. Let them use the software with 1 or 2 additional clicks.

Before clicking to the next screen, you want to give viewers a heads-up and prepare them. You don't want to confuse them with a screen they don't know; give them explicit, foolproof instructions. Your software will not look easy if your viewers or sales rep get lost.

After these few clicks, include a second CTA. This CTA also includes 'talking to a rep' and 'more information' but also asks them for specific parts in the software to explore further. You basically provide a menu of options with a demo flow. This prevents you from showing everything in a long, complex demo. Break your demos into small segments and provide options to go deeper and deeper and deeper. Let viewers choose their journey. Has anyone heard of the inverted pyramid? The way well-written articles are created. They start high level, with the most important information and the

more the articles progress, the more details are provided. You can apply the same technique in demos.

And what have you done in comparison to a traditional demo? You turned it upside down and you encrispensed it. You made it more focused and shorter.

Using CTAs is where live demos differ. In a live demo, you can adapt on the fly, responding to feedback and questions that guide you toward what's most important to show. You can ask your audience if they'd like to see more, and you get an answer directly. You don't have this in an automated demo. We recommend that you integrate a CTA to encourage immediate action. Demos should not be about you or your product. How do you make them about the buyer?

Transform your demo into a buyer's journey. Not the day-in-the-life of somebody, some staffer. I mean a journey that takes the buyer from their current difficult situation to a brighter future. Tell a compelling story where you are not the hero but the mentor guiding them. Your software is the enabler of their success.

Start the story by highlighting issues that other customers in similar situations faced. Then, show how your solution helps to overcome those problems. Finally, demonstrate the added value that solving these problems brought them. Value is a crucial element in all demos.

The ultimate goal of a demo is to enable the buyer. You're helping them sell this initiative that they are very much interested in internally to their manager and the manager's manager. This storytelling approach focuses on the right audience—the buyers, not just the users. You visualise the outcome, helping them see the added value clearly. You've sparked their interest in what's possible and given them exactly what they need now, while offering more information for those further along in the buying process. You help them to buy.

What many companies forget is to track the performance. Spend time setting up the right demo metrics, measuring everything, and integrating with your CRM. Conduct AB-testing and refine for the best results. Keep measuring and adjusting until your demos achieve their goal: conversion. The best part about demo automation is that you can track how you're doing and optimize accordingly. Don't wait too long to set up demo analytics. The sooner you start measuring, the faster you can improve based on hard data.

To wrap things up, automated demos can be a game changer. But they need to be designed with one clear goal: to convert. It's not enough to show off features. The focus should always be on the buyer's journey—what problems are they trying to solve, and how can your solution help? Getting the right people involved early is key. Sales, marketing, and presales must be on the same page. You'll start seeing real results when they work together to create demos that speak directly to prospects' needs.

The demos should be short, engaging, and easy to follow. Let your viewers take control by offering them choices, using multiple CTAs, and keeping everything simple and to the point. The more relevant and personalised your demos are, the better the chances they'll move prospects closer to a decision.

Finally, remember to track and measure everything. The more data you gather, the more you can improve. With the right adjustments, your demos will keep getting better and better, turning more

leads into customers. Now, it's time to take these steps, optimise your demo strategy, and start seeing the benefits of a well-structured demo automation process.

When you apply these tips, you'll meet your demo automation goals.

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