



In automated demos, it's crucial to deliver the right amount of information at the right time. This is where the concept of peeling back the layers comes into play. Start with the big picture and then dive deeper, based on the viewer's interest. This approach keeps your audience engaged, avoids information overload, and ensures every detail feels relevant.

Peeling back the layers aligns with how people process information. Your viewers don't want to be overwhelmed with every feature or function right away—they want to see the most critical insights first. By gradually revealing more detail, you give them control over their experience while keeping the narrative focused on their needs. It's an elegant balance between simplicity and depth.

You use the principle of the inverted pyramid. Think of it like reading a news article: the headline comes first, capturing attention and delivering the key takeaway upfront. Then, there is the lead, giving you a bit more information. In the body, you'll find the details, however, it is organized so that you will get more detail the more you read. If you know enough, you can stop reading at any time. In a demo, this means showing the solution to the prospect's critical business issue right away. From there, you peel back the layers, diving deeper into the details only as needed. The inverted pyramid keeps your demo focused, engaging, and aligned with what matters most to your audience—solving their problem as quickly and clearly as possible.

The first layer of your automated demo is always the big picture – the illustration. Begin with a high-level overview of how your solution addresses the viewer's most critical business issue. For example, 'Here's how this dashboard gives you the insights you need to reduce churn and drive growth.' This sets the stage and ensures the audience sees immediate value.

Once the big picture is clear, move to the next layer: the Do it pathway. Use this layer to demonstrate ease of use and efficiency without diving into every detail.

Now we're at details on demand. This is where you provide deeper explanations, but only if the viewer wants them. In an automated demo, this can take the form of interactive elements, like clickable questions or options to explore specific features.

Create a menu with options for the viewer and ask: What would you like to do next? And you already know these questions, because these are the questions customers always ask when they see the illustration. Here are some examples of questions to add to the menu:

- Show me how to drill down into the detailed data
- Show me how to adjust the filters
- Show me how I can add a widget to the dashboard
- I want to learn how this data is collected
- I have another question
- I want to talk to sales
- Take me back to the menu

It combines questions for more information with questions about features and concepts. It also contains a couple of CTAs.

This keeps the demo flexible and ensures you're only delivering information that's relevant to the viewer. And make sure that you organize the answer as a Great Demo. Show an illustration; a do-it-a-pathway and a peel-back-the-layer section.

Peeling back the layers ensures your automated demo remains focused, engaging, and personalized. By starting with the big picture and gradually revealing more depth, you give the viewer the flexibility to explore. This approach keeps them engaged, avoids overwhelm, and helps them connect the dots between your solution and their specific needs.

In an automated demo, simplicity and personalization are everything. By peeling back the layers, you guide your audience step by step through a journey that feels relevant, intuitive, and impactful.

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