

The four pillars of excellent discos and demos



STRUCTURE

A conversation needs structure in order to let the prospect know that they're in good hands, to set expectations, and to reach a next step:

- Pre-call planning
- Bonding/rapport
- Clear objectives
- Set agenda
- Upfront contracts
- Active discovery listening
- Clear, mutual next steps

STORY

Selling is not about us; it's about helping our prospects get to where they want to go. Tapping into their story will show them the way with your product:

- Use pre-call to tap into their story
- Make real connections with them
- Find the story under their pain
- Use story (case studies, anecdotes)
- Explore their pain in their context
- Navigate your solution in their context
- Tie everything you say to them

CLARITY

Prospects need clear guidance. Clarity in presenting your solution builds value and understanding. It allows the prospect to "see it" and take ownership:

- Use simple terms, not internal lingo
- Go slow—it's the first time for them
- Be succinct in your explanations
- Use analogies and story to clarify
- Lose the filler language (um, ah, so, and kinda)
- Present clear value for their context

CONVERSATION

Salespeople talk too much. There's a myth that if we just keep talking, we'll build value. In truth, the prospect's words are far greater than ours:

- Stop talking and listen
- Ask more open-ended questions
- Pause more—they will speak
- Never interrupt—let them finish
- Talk more slowly to invite back/forth
- A demo is not a lecture