



Online Sales Demos Best Practices

How to Deliver Effective Online Sales Demos

A detailed guide on the four stages of online sales presentation delivery:

1. Initial Actions – Qualification
2. Pre-Online Sales Demo Actions – Preparation
3. The Online Sales Demo – Delivery
4. Post-Online Sales Demo Actions – Follow-Up

Executive Summary

The purpose of this white paper is to connect sales professionals and experts with best practices for delivering successful online sales demos. Professionals new to their sales role as well as experienced sales reps will find these recommendations valuable for improving their performance in online sales presentations. The white paper will go over the steps a sales rep should take before, during, and after an online presentation, so he or she increases his or her chances of closing a sale.

Who is this White Paper for?

This white paper is for sales professionals who are looking to bring greater clarity to any sales call, increase their effectiveness in presenting online, and acquire more customers. It will offer valuable tips for new and experienced sales reps alike. Sales managers, business development associates, or professionals overseeing a corporate sales department will also find this white paper useful. These actionable suggestions will enable them to:

- Improve how they prepare and execute a sales demo online
- Increase credibility while demonstrating a product or service's benefits online
- Enhance their and/or their sales team members' performance in online sales pitches
- Know the necessary steps to take before, during, and after the demo
- Better lay the groundwork for landing a sale
- Maximize the ROI of their online presentation software purchase

What to Expect in this White Paper?

Thanks to the power of the Internet, you can now engage with prospects and not have to be in the same room. Just like in-person meetings, though, online sales presentations require careful preparation. You want to come across as credible and polished, and implementing the following best practices will increase your chances for success.

We cover the best practices for how to deliver effective online sales demos, which are valuable for established and newer sales professionals alike.





Initial Actions

Qualification

There are a few steps to take before the online sales presentation itself. The first step is multifaceted: it consists of qualifying your prospect as a buyer, determining your prospect's timeframe for making a purchase, and evaluating if your product or service actually fulfills your prospect's needs.

1. Understand Who Your Prospect Is

Before anything, it's advisable to clarify three things—whether the prospect is actually interested in buying your product or service, what his or her budget is, and whether he or she is a decision-maker (in other words, the prospect's buyer persona). Not all prospects are responsible for making decisions or allocating budget dollars toward a new purchase. Also, they may only be information-seekers or people just scoping out what is available in your market. Therefore, you should spend time now learning who a prospect is and where he or she is at in the buying process. After all, isn't it better to know where the prospect stands now instead of during the presentation or even later?

2. Determine and Evaluate the Prospect's Timeframe for Purchasing

All sales reps know the importance of the timing of a sales presentation. Effective online sales demos are no exception. Be sure to check with your prospect as to when he or she is planning to make a purchase. If you execute your online sales meeting too far ahead of time, chances are he or she will forget about the presentation in due time. Then you will have to re-engage him or her at this stage and time will have been wasted.



3. Consider If Your Product or Service Fulfills the Prospect's Needs

Is your product or service a good fit for the prospect's needs in the first place? If not, you and your prospect's time is being wasted. You should take time to learn your prospect's specific needs and then determine if your product or service meets most of them. Should what you are selling not address most of these demands, then the prospect doesn't fit your buyer profile and it's best to turn to new candidates.

 **Bonus Tip: Has your prospect clarified his or her own needs before the online demo?**

On top of these things, it's just as important to be sure the prospect is at the point when an online sales demo will be beneficial. The prospect might need to better clarify what his or her needs are, what the current situation is, or something else. He or she may not even realize this is the case, in which case you have to make that discovery yourself. Doing an online presentation at such a point may just complicate things. If possible, try to judge where your prospect is at before committing to an online presentation of your product or service.





Pre-Online Sales Demo Actions

Preparation

Once you have qualified your prospect, the next step is preparing for the online sales presentation itself. This is where you learn more about the prospect, his or her organization, and where you take some necessary preparation measures right before the online meeting. Preparation is vital for any sales demo, but there are a couple of specific points to consider when making your presentation over the Web.

1. Write Up Notes on What You Will Be Presenting

Of course you need to tailor your presentation to your audience and their needs. It's likely only a few of your product or service's many features and benefits will exactly meet your prospect's demands. The online sales demo should focus on how what you are selling matches up with those specific requirements. To ensure it does, it's advisable to compile a list of the benefits and features that deliver the specific solutions or answers which your prospect is seeking.

2. Do Your Homework

One of the worst things that can happen is to rush into an online sales meeting without much idea of what the prospect's background and needs are. If you are unprepared in this regard, it will become apparent during your online demo, and you will lose all credibility. Take time to carefully research and come up with information on the following components:

- Prospect's company
- Prospect's role in company
- Will the prospect be a direct user or will the user be someone else



- The company's size
- The industry in which the company operates
- The company's target markets
- The company's history
- The products or services offered by the company
- The company's short-term and long-term objectives
- Based on the information you obtain, establish the solutions provided by your product or service that will most likely fit your prospect's needs

You can find much, if not most, of this information on the company's website. If necessary, compose point form notes so you can quickly reference them during the online demo later on. With this information, your online sales demo will be much more customized and relevant to your prospect's needs and interests.



Bonus Tip: Anticipate your prospect's questions ahead of time

Aside from constructing a "buyer profile" of your prospect, take some time to come up with questions he or she will likely ask. Draft talking points that answer these questions and also reinforce how your product or service offers value. This will come more easily over time as you learn from the questions of previous prospects. Then you can even more adeptly prepare detailed answers in anticipation of similar questions from future prospects.

3. Have Reminders in Place for the Online Presentation's Date and Time

When you have made an appointment set for your online demo, it's critical to have notifications in place to remind you and your prospect of the appointment date and time. After all, he or she might not take note on his or her end of when the demo will take place. Sending a calendar invitation makes it extremely easy for the prospect set a reminder for himself or herself: it enables easy confirmation of his or her planned attendance with one click. It will reinforce the online meeting's date and time. Also sending a reminder email a day before the appointment date is ideal. It will remind him or her of the appointment the next day. Additionally, this will give you the chance to ask additional questions about the prospect's needs or what he or she is particularly searching for.



4. Prepare Right Before the Online Sales Demo

When you are about to present your product or service online, make sure you are fully ready ahead of time. Get your notes in order, but not on your screen as it will be visible to your online meeting audience. Printing them and keeping them on your desk is probably best. Alternatively, if you have a second monitor, you can keep your notes there and only share your primary monitor. Make sure you are logged out of anything that can make an unwelcome appearance during the online demo. If your desktop will be visible to the online demo participants at any time, it's advisable to re-organize your shortcut icons so your desktop looks clean and professional. Turn off your phone or any other office equipment that can present distractions, and, if applicable, set any team communication tools to "busy" status.

Bonus Tip: Consider rehearsing with a trusted friend or colleague

For sales professionals who are in the running for opening up a new large account or making a high-profile sale, it may be worthwhile to execute a practice demo online with a trusted colleague or friend. Consider doing it more than once so you deliver the online sales demo even more effectively. This role-playing is also ideal for newer sales professionals, as it will enable them to shore up their presentation skills.





The Online Sales Demo

Delivery

So now you have reached the point when you make your online sales demo. There are a number of things to keep in mind when presenting online.

1. Engage Your Online Audience

To create buy-in among your online audience and establish rapport with them, it's necessary to keep them engaged. Reading from a script or mechanically reciting generic points that are not tailored to your audience will be ineffective. Stick to presenting the high points that match your audience's needs and interests. It's best to have your list of tailored product benefits and features and a quick reference sheet of your prospect's information at hand, too.

2. Interact with Your Online Demo Participants

When presenting your product or service, address your audience directly. Don't keep it one-sided and monotonous. Be mindful of whether one person or multiple people are in attendance. Be sure to ask your online audience for feedback and questions throughout the sales demo. You want to hear them speak and make comments about your presentation and services. If you are the only one speaking throughout the entire demo, it's likely that your prospect will get distracted and lose interest.

3. Personalize the Sales Demo

From time-to-time, it's advisable to address your prospect by name. If you are heading up a group sales demo, you should write down the names of all the participants and address them at various points throughout the presentation. Making your online demo personal in these ways will pique your audience's attention and keep them interested. It's also best to



memorize how people sound when they talk and try to recognize their voice when they are speaking.

4. Focus on Product/Service Features and Benefits Relating to Prospect Needs

It's a point that is worth reinforcing: stick to the product or service benefits and features that meet the prospect's needs. Keep in mind what you learn about the prospect's unique demands in the course of the online meeting. Based on those details, consider highlighting selling points that directly address what the prospect has mentioned during the demo as well. It's also worth considering as to whether you should give remote control of your desktop via the online meeting to your audience so they can test out your product or service for themselves. Above all, don't forget: your presentation should center on the benefits and features of value to the prospect as well as any other selling points that the prospect wants highlighted.

5. Keep the Sales Demo Simple and to the Point

You don't want to overwhelm your online audience with too many details or too much information. Lay out a detailed timeframe for your online presentation and stick to it. One recommended timeframe can be a 15-20 minute long presentation: 10-15 minutes for the online demo itself and then 5 minutes or so for questions and answers. Also consider taking some time to learn about the prospect's current situation and needs, as well. A prospect-centric presentation will keep the prospect's interest and will help him or her better understand how what you are selling can help their company. No matter how long your sales demo lasts, be sure to carefully balance it with providing information and asking your audience for timely feedback and questions. After all, you don't want your audience to leave with information overload.

Bonus Tip: Get feedback immediately

If you intend to email a prospect for his or her feedback and thoughts about your service after the sales demo, it's likely that he or she will be busy and won't reply instantly. The longer they don't respond, the more they will forget about your product's specific benefits. Act quickly and ensure that you leave time at the end of the online demo to hear the



prospect's thoughts and questions. This will give you a chance to answer any questions which were not addressed, put to rest any concerns they may have, and will prepare you greatly for the Follow Up stage.

 **Bonus Tip: Have a call to action immediately after your online sales demo is complete**

After you have finished your online demo, your audience may be unsure about the next step to take. Having a call to action will provide them with clear guidance as to what to do next. If it's appropriate, consider asking for the sale then. No matter what your call to action may be, it will help the sales process move forward.





Post-Online Sales Demo Actions

Follow-Up

Now that you have finished your online demo, there are a few things to keep in mind afterward. These actions aim at reinforcing rapport with your prospect, following up with him or her in a timely manner, and being aware of whom you're following up with.

1. Thank Your Prospect After the Sales Demo

Immediately after your sales demo has wrapped up, it's advisable to send your prospect a thank-you email for his or her time and interest. This email should include other critical information such as product or service pricing, your contact information, a brief overview of the product or service benefits of value to your prospect, and any other information which the prospect requested during the online sales demo. You could also ask the prospect for any feedback or input on how he or she feels the meeting went. You no doubt already asked him or her this as the last step in the sales demo. However, repeating this in the email gives the prospect a chance to ask any questions he or she did not previously think of during your presentation.

2. Follow up Afterward in a Timely Manner

Set a reminder for yourself so you follow up with the prospect a few days after the sales demo. He or she will likely have thought of additional questions. It will give you an opportunity to answer them and additionally reinforce any selling points of interest to the prospect. Should the prospect be unavailable by phone, it's time to send a follow-up email to schedule a follow-up call for a more convenient time.



 **Bonus Tip: Follow up and cover all the prospect's needs**

Say during the demo you learn about prospect needs which you had not anticipated and prepared for. Then be sure to follow up on these points soon after the presentation. Send the prospect an email with concise yet specific information about how your product/service meets these needs. Or better yet, schedule a follow-up demo to personally show him or her how your product's benefits and strengths are a great match for their needs.

3. Ensure You Are Following up with a Decision-Maker

You might have established earlier that your prospect is a decision-maker. But it can be difficult at times to determine exactly who the prospect is. Once you have qualified who your prospect is during your online sales meeting, it's critical to be sure you are following up with a decision-maker. After all, you want to bring the sales process to a close, and if you are communicating with someone who is just an information-seeker after the meeting, the process of closing the sale is just being delayed.





Closing Thoughts

Screen sharing software presents some powerful opportunities for engaging with prospects and converting them into clients. It can help you save time in reaching out to new prospects no matter the distance between you, and it can be a tremendous asset in enhancing daily productivity. Online meetings are a great complement to your existing portfolio of sales tools, will bring far greater clarity to any sales call, and will improve your sales conversions.





About Mikogo

Mikogo is an online meeting software tool with an easy-to-understand screen sharing capability, as well as multiple other easy-to-use features. Carefully designed to appeal to workers of all technical skill sets, it can be a tremendous asset in relationship-building and collaboration with your remote team.

Used by more than 1 million registered users in over 180 countries, Mikogo's customers consist primarily of small- to medium-sized businesses that use the software for online meetings, web conferencing, remote support and online trainings.

At present, more than 3,000 corporate customers are using the Mikogo technology and benefiting from significantly reduced travel time and travel expenses.

www.mikogo.com