

## BUYER'S GUIDE

# How to Choose the Best Demo Software for Your Enterprise Organization



Effective Product demos can make or break a sale.

Did you know that nearly 60% of buyers rely on product demos as the top resource in their evaluation process? The right demo at the right time has the power to shorten the enterprise sales cycle.

But today, many sales teams find the demo process frustrating and cumbersome. Some top concerns include:

- Spending too much time setting up and maintaining demo environments
- Involving presales too early in the process with unqualified prospects
- Losing deals to committee decision-making.

Sound familiar?

Some organizations solve these problems using mockups or screenshots, while others invest engineering time and resources in custom demo environments for each vertical or use case.

Needless to say, these solutions are either not enough or extremely expensive and time-consuming to maintain and utilize.

Thankfully, demo creation platforms have emerged that allow any sales, enablement, or sales engineering professional to create interactive demos with no coding or designing required.

We've constructed this guide to help you make the right choice for your sales demo creation needs.

## Three Demo Must-Haves to Power Up Your Sales Cycle

Choose a demo creation platform that improves sales efficiency at every step. Here are a few critical features that will help you save time and build consultative sales teams.

1

### Gain More Qualified Leads

An interactive demo platform can help your prospects qualify themselves. According to Gartner, 33% of buyers prefer a sales-free experience, and that number jumps to 44% for millennials.

Look for a platform that allows you to easily create guided demos for your homepage or sales emails. Highlight key product features to help prospects understand how your product fits their use case. Leverage built-in data and analytics to understand where prospects navigate in the demo to target future sales conversations.

2

### Use Demo Libraries for Sales Enablement

Reinventing the wheel for every live demo is a thing of the past. Choose a demo creation platform that lets you easily spin up reusable demos for specific customer use cases or industries — no code or design skills required. Accompany those demos with scripts to amp up your sales training and enablement.

Creating a demo library empowers AEs to drive their own first-call demos in less time, reserving your presales engineers for later-stage prospects who need more technical details.

3

### Empower Internal Champions to Multi-Thread

Committee decision-making doesn't have to be a deal-killer. Equip your internal champions with interactive product tours as a sales leave-behind. Pulsating buttons and pop-up instructions can tell your product story when you're not there to deliver it yourself.

Session replays and demo analytics can give you the intel you need to follow up with the right people at the right time.

## HOW TO USE THIS GUIDE:

As you examine your options to produce an awesome sales demo, you can use this list of questions to guide your selection.

Fundamentally, you want to make sure that the end product faithfully renders your awesome product and that sales reps can quickly get to your product's "wow" moments on demos.

**Here are questions that will help you select the best platform for your needs.**

### Will the platform capture my product perfectly?

The last thing you want to show your prospects is a demo that doesn't actually look like your product.

- Does it match your product pixel-for-pixel?
- Does it capture the unique features of your product (e.g., embedded maps)?
- Is the capture successful on the first try?

### Does it capture the full product and interactions, or does it only capture a screenshot?

Most product front ends have different components, like HTML, CSS, Javascript, etc. The more a product experience platform captures, the less you can customize (e.g., hide menu options or buttons).

- Will it capture my menus?
- Will it capture all of my graphics?
- How interactive will the demo be?

### How much control do you have over editing the product screens and content?

You'll need to anonymize data, verticalize data, hide accidental error messages, and get rid of confusing content.

- Will the platform allow you to edit text and graphics?
- Can you edit globally with a find-and-replace?
- Can you hide and delete text, images, and graphs?
- As your product changes, how easy is it to replace screens without rework?

### Can you customize the product experience?

Sometimes, you want something to look like it will in the future (but the design isn't implemented yet), or you want to skip an annoying bit of behavior that won't make sense in your demo.

- Can you do custom HTML?
- Can you customize the CSS?
- Can you add custom Javascript?

### Can you show admin-user, marketplace, or multiple app interactions?

Your product probably doesn't live in a single-user experience vacuum.

- Can you show cause and effect between different screens or applications?
- Can you show both views simultaneously?

### Does the platform meet security requirements?

It's annoying to fall in love with a platform only to discover that your IT department will block it due to security reasons. Discovering this up-front will save you from a world of pain and frustration.

- Is it SOC2 compliant?
- Does it meet your company's custom security requirements?
- Is enterprise single sign on (SSO) available?

### Can you easily create multiple versions of your demo?

Once you've carefully edited the demo workflow, the last thing you want to do is have to do it a second time just to show a different vertical or to customize it for a certain customer.

- Can you easily clone the demo?
- Can others on your team share the demo source?

### What's the pricing & packaging structure?

Obviously, this is the million-dollar question (or, hopefully, way less than a million dollars!).

- What are the limits to the plan(s) that will fit your needs?

**Once you answer these questions for each vendor you're evaluating, you can feel confident in choosing the best demo creation platform for your sales demo needs.**

**And, of course, we're happy to show you how we answer these questions! Reach out to [sales@getreprise.com](mailto:sales@getreprise.com) if you'd like a demo.**