

How to Incorporate Winning Demos into Every Stage of the Buyer Journey

Data-backed, proven, and practical ways to use demos to close more deals



Re/prise

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Introduction:

Accelerating time-to-value for prospects

The modern enterprise go-to-market (GTM) motion has changed. According to Gartner, sales reps today only get about **5% of the prospect's time**, with digital self-education and self-evaluation behaviors dominating buyer preferences.

However, many enterprise products are complex, and require more explanation than a free trial or freemium product allows. It can be hard to convey product value in these experiences if buyers are fully unleashed on a product without ongoing guidance or a demo. As a result, it's time to rethink the demo and how it plays into your enterprise GTM strategy at every phase of the buyer journey.

That means multiple teams will evolve into demo creators, if they aren't already. For example, product marketing and marketing teams can leverage guided demos and interactive product tours to help buyers self-serve. Sales and presales teams can use guided demos to prequalify leads, as well as to enable channel partners and external sales teams. In addition, live demos and customizable demo libraries can empower sales teams to reach target prospects in less time.

Demos are a powerful storytelling mechanism that can empower your team to lead with product at every stage of the journey. When used as a part of your marketing and sales strategy, demos can guide prospects to aha moments faster, delivering value to prospects across every interaction. Whether prospects choose a product-led or sales-led interactions, demos have the power to accelerate time-to-value across the entire buyer journey.

Let's explore how.



Awareness

Demos are a great solution to support top-of-the-funnel marketing strategies. [Forrester research shows](#) that 60% of buyers will go to a vendor's website before accepting an online or in-person sales meeting. For enterprise buyers, traditional PLG tactics such as free trials or freemium solutions may not be enough. With a free trial or freemium experience, your prospects miss the most critical points of value reserved for paid users. In addition, for big-budget items, many organizations can't make decisions based on free trials alone.

Instead, many organizations should focus on leveraging their marketing to improve ease in the buyer journey. [Gartner](#) research demonstrated that when customers got helpful information from vendors, they were 2.8 times more likely to experience a high degree of purchase ease, and three times more likely to buy a bigger deal with less regret.

Using demos in the awareness phase

Demos empower teams to turn their product into their best marketing asset. Here are a few proven ways marketers can use demos in the awareness phase, helping buyers self-evaluate, while still conveying product value at every step.

Incorporate demos into the website

Homepage: A classic use of interactive product demos occurs right on your homepage. Once a prospect navigates there to learn more about your company and what you do, you can offer them a clickable, interactive tour of your product right up front.

Check out [Conquer's homepage demo](#) for a great example. The company's product-led GTM motion is supported by showcasing interactive tours on the home page. As a result, their sales team is more efficient, because prospects self-qualify by engaging directly with the product.

Product page: Once a website visitor has gotten the general look and feel for your product as a whole, you can dive into showing them any specific features and use cases that might interest them on your product pages.

Check out how EvaluAgent created a [library of product feature demos](#). These tours engage 400 visitors per month, enabling faster sales cycles since prospects self-qualify and self-educate before connecting with a rep. In addition, the EvaluAgent team has seen greater adoption of new features from existing customers.

The key here is to ensure your ideal buyers can easily navigate your product pages, so they can explore and research easily on their own if they prefer. That ease and helpfulness pay off in buyer experience and deal size.

Boost thought leadership

Thought leadership content, or any kind of blog post, are great ways to attract prospects and grow your brand awareness. And while you have the eyeballs of those readers on your content, you can add in a mini interactive product demo to illustrate a point.

Just like adding a graphic can draw a reader's eye, a mini demo can let potential buyers see and experience what you're talking about. For example, you can talk about how a specific feature solves a common pain point, and add a micro-demo that shows prospects what that looks like in action.

Embed demos in marketing emails

Email nurture campaigns are another effective way to incorporate demos into your buyers' journey. Using interactive demos instead of static videos or text can engage buyers and get them to explore some of the most critical features for their use cases. Creating an interactive demo library segmented by persona or vertical can help your marketing team target the right demo to the right audience at the right time.

8 impactful uses of demos in the awareness stage

- 1 Homepage hero section.** Using demos in the hero image hits buyers up-front with a relevant product story.
- 2 Product demo library.** Buyers can browse an array of relevant demos by features, use cases or verticals.
- 3 Product tour with chapters.** These types of demos enable teams to showcase a holistic solution, while empowering buyers to navigate to what's relevant to them.
- 4 Welcome banner.** Banner demos draw the attention of a buyer immediately, much like a homepage hero demo.
- 5 Chatbots.** A clickable demo or product tour can be a powerful chatbot option, or high-intent buyers can skip directly to scheduling a live demo.
- 6 Dropdown menus.** Demos embedded into the site's navigation or platform menu can entice buyers to explore features.
- 7 Website footer.** Ensure buyers don't miss out on a product demo by incorporating it into the website footer.
- 8 Image CTA.** Clickable images can substitute for CTA links, directing visitors who click on the image directly to the demo.

Consideration

Demos are critical sales tools during the consideration process. According to a study from [Bain & Co.](#) demos are one of buyers' most widely used sources of information during the consideration stage: 72% of respondents said the vendors they ultimately chose outperform the rest of the field by using demos and trials.

Using demos in the consideration phase

Demos show not only how a product works, but how it will work in your specific prospect's context — including use cases, technical environments, for certain personas, and more. Let's explore some of the top ways sales teams leverage demos at the consideration phase.

Prepping and enabling the team

A demo library is not only useful for your prospects, it's also powerful for sales enablement. A demo library showcases certain features that map to customer pain points or verticals — information that's critical during the sales training and preparation phase for a live demo. Many top sales teams use these demos as a baseline template to customize a live demo.

Building the ultimate live demo

Most sales teams use two categories of live demos:

Sales demo: An AE demo is typically focused on features and storytelling, based on the information gathered during the discovery process.

Presales demo: SEs are often charged with securing the technical win. Once the prospect is interested in purchasing, they can align the product's features with a technical audience's pain points or problems.

It's important to consider that many sales teams spend far too much time creating demos. According to a [Reprise survey of sales practitioners](#), 39% spend 5-10+ hours, while 44% spend 2-5 hours per week on this task. As a result, many sales teams over-rely on their presales counterparts to design new demos for them from scratch, consuming valuable time from these already thinly stretched resources.

By centralizing this process in a demo creation platform, your sales and presales team can develop scalable, sharable, and easily customizable demo assets. For example, one enterprise software company centralized demos to support 7,000 representatives across its global company, building better message consistency and saving time.



Simplifying live demo creation

A demo creation platform can save sales and presales teams time by simplifying the process of creating a live demo. For example, teams can create a golden demo template for both sales and presales demo users to tailor and customize based on the prospect. A demo library can come in handy, with templates based on persona, vertical, and more.

Your live demo platform should be:



Customizable: Easy-to-customize with find and replace, simple editing and anonymization of customer data.



Extensible: Leverage plugins and integrations to add custom features and functionality to demos.



Data-driven: Tap into analytics from interactive product tours to inform changes to demo templates.



Repeatable: Save time on demo creation, instead of reinventing the wheel in a production sandbox environment.



Reliable: Avoid common demo failures with a highly available, reliable platform that's divorced from your product's backend.



Secure: Choose a solution that cares about security with SOC 2 Type 2 compliance and enterprise security features like role-based access control.

Empowering sales with data

If you use an interactive demo platform in the prequalification process, you can use data and analytics to inform how the sales team proceeds with a more targeted demo in their follow up.

Individual session data can reveal user activity, such as which screens they viewed, how long they spent on each screen, and where they dropped off of the demo.

Enabling the channel

Channel sales or partnership teams can apply a similar demo creation process to maximize success. Demo assets like customizable templates, leave-behinds, and guided product tours are essential enablement tools to arm your channel sales team to sell on your behalf.

Decision

After the live demo is complete, an interactive demo can serve as a powerful leave-behind for prospects in the decision phase. Closing deals isn't about just convincing the first user of your product that they should buy it—they also have to convince all the decision-makers in their organization that your software is a value-add. In fact, [63% of B2B buying committees](#) have more than four people involved, and you need to win them all over to close the deal.

Using demos in the decision phase

Unfortunately, not every sales team is prepared for buying committees. The Reprise sales survey cited above shows the majority of sales teams (86%) have lost a deal to a committee decision at least once in the last month. Converting these losses to wins is a matter of empowering champions with the right information to educate larger buying committees.

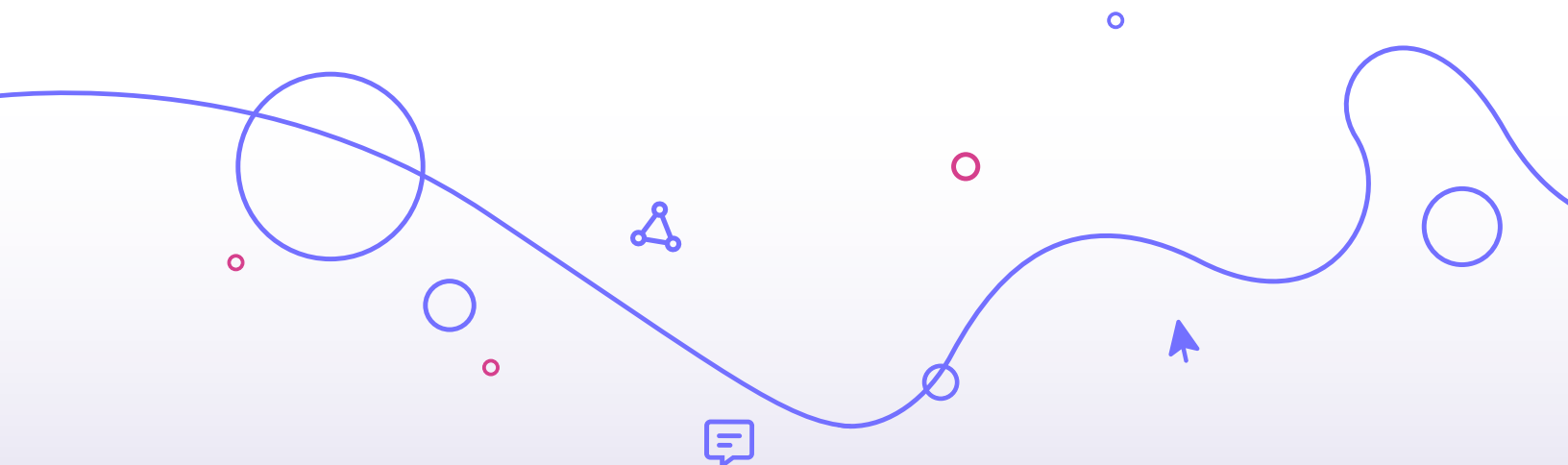
Empower champions with interactive demo leave-behinds

Provide your champion with a customized interactive demo tailored to their company's use case they can deliver to their buying committee, and you're putting your product's story and experience directly in their hands so they can truly feel the ROI it will deliver for them.

In doing so, you're giving your champion the tools to deliver the perfect sales pitch to the people who need to see it, which means less pressure to perform for a committee and a higher-quality experience aligned with your sales efforts.

Encourage requirements-building

SEs can leverage a demo creation platform in the requirements-building phase, tapping into an easily anonymized sandbox environment so technical buyers can understand exactly how a product will work within their environment.



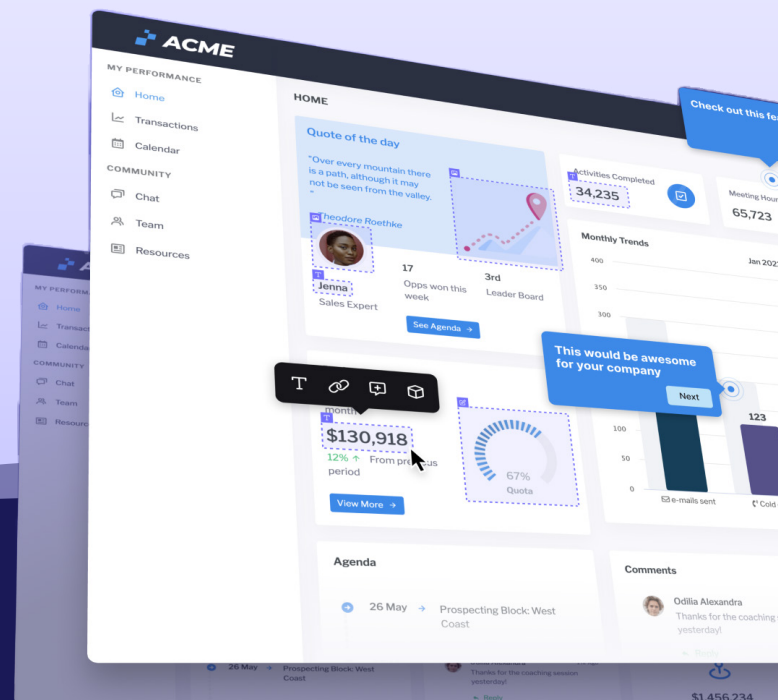
The value of a demo creation platform

As we've seen through the examples above, demos can be leveraged throughout your buyer journey to help prospects discover what matters most to them, and improve the ease of their buying process. The good news is that one demo creation platform can meet the needs of your entire GTM team, making it much simpler to implement demos into your marketing and sales strategy.

Using this platform, your team can save the time and toil it takes to create demos from scratch. Everyone from marketers to AEs to SEs can build easily customizable, infinitely extensible demos on their own. In addition, Reprise provides users with much-needed stability, since the demo environment is not connected to the live product backend — reducing errors and demo failures. Enhanced enterprise security and privacy features give your team the assurance of SOC 2 Type 2 compliance and role-based access control, and empower demo creators to anonymize data and personally identifiable information (PII) with ease.

With Reprise, sales and marketing teams can leverage a single platform to create demos for every stage, including:

- Interactive demos and product tours for marketing campaigns
- Live demos for sales and presales
- Channel sales enablement demos
- Interactive demos as alternative leave-behinds for decision committees
- And more



Want to learn more about how Reprise can meet your GTM demo needs?

Get the demo [➤](#)