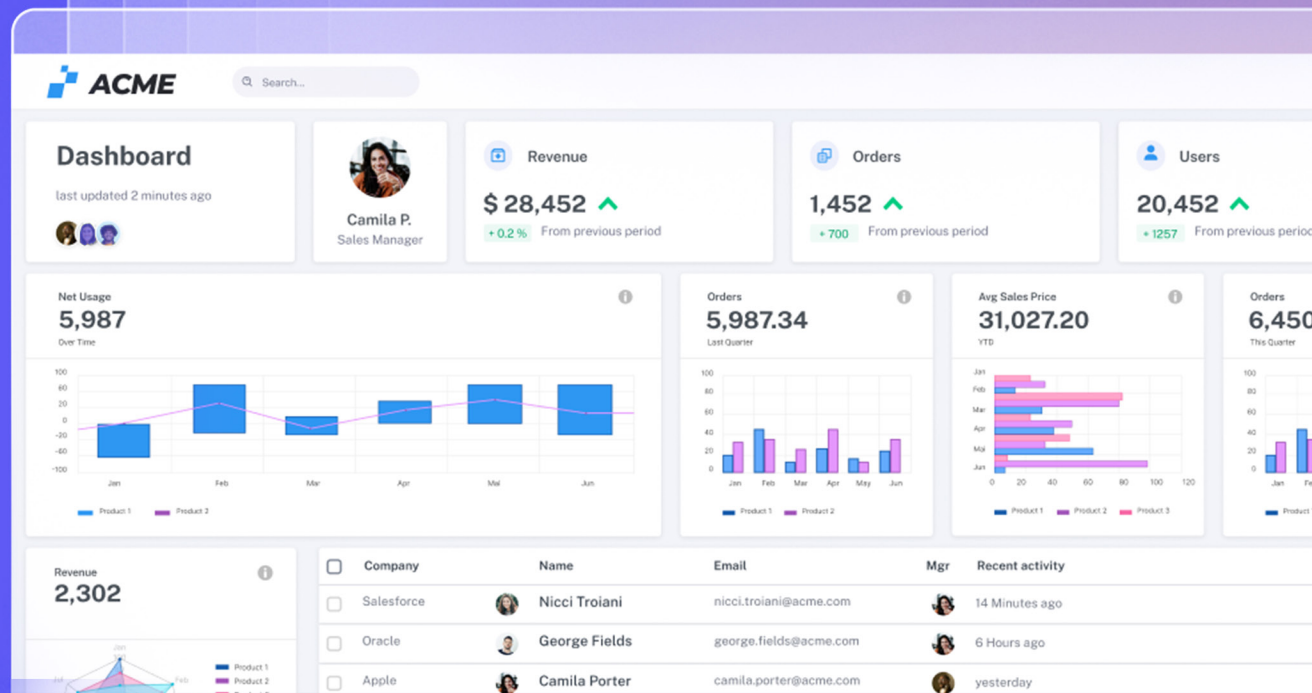




PreSales Collective.

# Comprehensive Guide to Building a Demo Program



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# Introduction

## From a reactive to proactive demo strategy

Whether SEs are scrambling last-minute or building bespoke demos for every opportunity, far too many presales teams are in reactive mode when it comes to their prospect meetings. It doesn't have to be this way.

Building a comprehensive demo program can help scale and democratize the use of demos across your organization — and save SEs valuable time in the process.

A demo program is a top-down approach to building, centralizing, sharing, and analyzing your demos. This strategy ensures that your entire go-to-market (GTM) team is delivering value for prospects — with the right product story, for the right person, at the right time. It aims to apply organizational structure and governance to the use of demos, helping your presales team amp up their productivity across the board. The ultimate goal is to drive more revenue through the use of scalable, repeatable, and measurable demos.

In this eBook, we'll show you how a strategic demo program can enable your GTM team to showcase product value for prospects throughout their buying journey. Following these guidelines, you'll be able to make demo creation sustainable, saving valuable time and money for your team — while making the purchase seamless for your customers.

### Top SE time-wasters

Real-world data tells us that SEs spend a phenomenal amount of time on unqualified opportunities, and most SEs spend far too much time preparing demo environments. According to the [2024 Presales Landscape Report](#), 40% of SEs say a quarter of their weekly demos are unqualified. Nearly a quarter of SEs (23%) say more than half of their weekly demos are unqualified.

Many SEs find themselves scrambling to keep up: 39% report that AEs are not sharing information from discovery soon enough, and 14% say they aren't being given adequate notice to prepare for calls with prospects. Most SEs spend 1-3 hours preparing for each demo, although some highly customized live demos can take 40+ hours.

## 40%

of companies use a shared demo environment or live product for their product demos.

## Did you know?

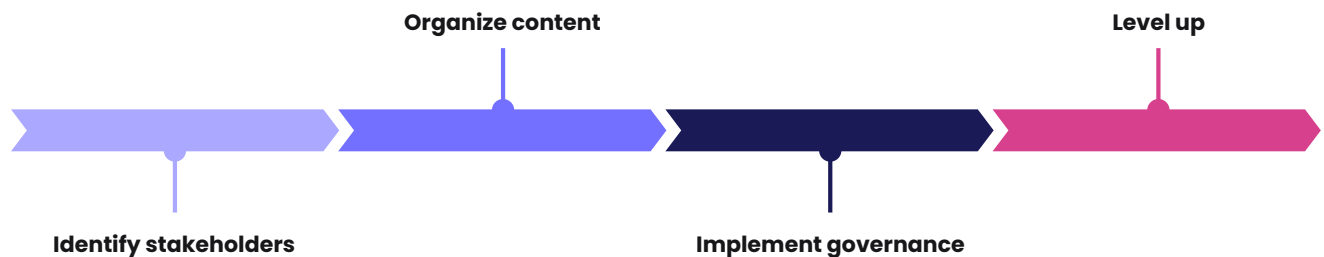
Using these techniques increases your chance for demo failures. A demo program minimizes risk of errors, since you're not sharing an environment or demonstrating a live application.

# Three steps to building an effective demo program

Building an effective demo program begins with these three steps:

- **Identify and align** your stakeholders
- **Organize content** within a content management and distribution system
- **Implement a governance model** to continuously improve your demos

A demo creation platform is a critical technology for building and scaling your demo program more efficiently. The right platform will provide a centralized way to build and manage all of your GTM demos. Power-users like presales teams can build a reusable demo library, which the rest of the GTM team can customize to their needs. In addition, a demo creation platform can provide the governance and measurement tools to continuously improve your demos. Let's explore each of these three steps in more detail.



## Identify and align with your stakeholders

Think about how much more empowered and effective your go-to-market organization could be with better product and demo storytelling.

Representatives from presales, sales, product and marketing teams (including product marketing, content marketing, and events) will all benefit from a high-performing library of demos tailored to individual use cases.

Gaining buy-in for a demo program often starts at the top. Making the case for a demo program goes hand-in-hand with connecting demos to positive business outcomes such as increased revenue, shortened sales cycles, and improved product messaging. It's important for leadership to understand that a demo program makes it easier to correlate the most impactful demos with business outcomes. For example, which homepage or product demos are driving the most qualified leads? Which live demos are converting prospects most frequently? How are buying committees interacting with your leave-behinds, and how does that inform your follow up conversations? With a demo program, it's simple to answer these questions and more.

Beyond the initial business case, it's important to gain alignment on why a demo program is crucial to your GTM organization. **Some of the most important selling points might include:**

**Enablement:** A repository of customizable assets empowers more demo users throughout the organization with the capability to craft product stories as needed.

**Reusability of centralized assets:** Reinventing the wheel for every opportunity becomes a thing of the past, as team members can choose from a library of applicable assets.

**Control of message:** Assets in a demo library can be crafted for each of your buyer personas, industries, and more to enable a consistent, yet customized message for each prospect.

**Saving time/resources/costs:** Instead of scrambling at the last-minute to develop custom assets for every prospect, SEs can scale their efforts and focus on opportunities they're uniquely qualified to close.

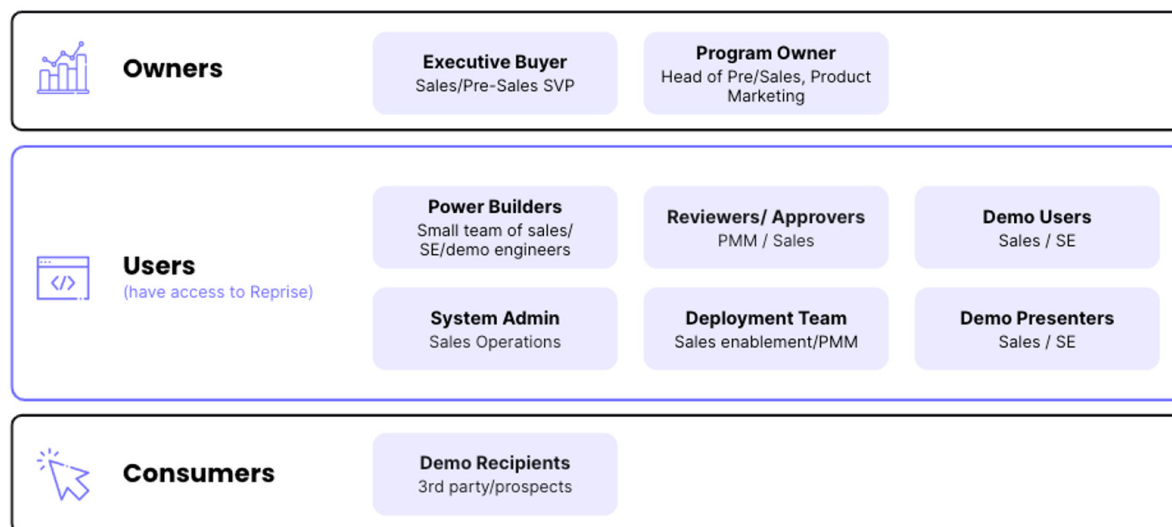
In the planning phase, it's important to identify and align the stakeholders who will use demos in your organization. **Here's a framework for identifying stakeholders to help you get started:**

**Owners:** Think of demo owners as the executive buyers or overall owners of your demo program. They are ultimately in control of determining budget, setting objectives, and keeping the program on track.

**Users:** Demo users have access to a demo creation platform, and might include:

- Power builders like SEs who have the technical skills to build custom demos and take advantage of integrations and plugins to a demo creation platform.
- Reviewers/approvers like product marketing or sales managers who can review demos for messaging consistency, ability to convey product value, accuracy, etc.
- Demo presenters such as sales or SEs participating in prospect meetings
- System admins including sales operation teams managing the technical environment
- Deployment teams responsible for GTM enablement

**Consumers:** Anyone who will receive the demo, such as third parties or prospective customers.



From there, it's important to align on the best way to demonstrate value to your prospects via your product story. The alignment phase should focus on not only the role of demos at each phase of engagement, it should also include key messages you'd like to convey and the core audiences you're trying to reach.

Having a set of capsule stories for different audience segments will set your team up for success once you begin to build your demo content and showcase the most relevant features as part of the story. It's also important to discuss where demos will be used — for example, on your homepage, product page, in meetings with prospects, at events, or as sales leave-behinds.

Knowing this information in advance will help your presales team develop the most comprehensive and effective demo library for stakeholders throughout the organization. At this stage, you can also discuss what success looks like for your GTM team, and begin to set some ideal KPIs to measure success (for example, tying specific demos to sales win rates or marketing conversions).

## How to use demos throughout the GTM motion

### Marketing

- Homepage
- Product Page
- Event marketing
- Email marketing

### Sales

- Initial, first-call demo
- Advanced technical demo
- Leave-behinds for buying committees

## Organize content with content management and distribution system

Now it's time to create and organize the demo content you'd like to produce (this includes storyboards, datasets, and the demo template itself). Using a demo creation platform with demo library capabilities can help you organize and scale content management and distribution.

The goal here is to inform demo users of what's available to them, and to distribute these demos to the right demo users on your GTM team for additional customization and refinement. **We typically categorize demo types in three ways:**

**Standard:** One-to-many demos that meet the needs of a broader audience category, such as a product tour on a homepage or product page.

**Specialized:** One-to-few demos that are tailored to a particular audience segment or prospect.

**Bespoke:** One-to-one demos that are custom built for a specific prospect from scratch.

Standard and specialized demos can be organized within a demo library for future use. Think of a demo library as a Netflix menu for demo users, focused on a wide variety of use cases, features, verticals, and more. A demo library avoids having to ask presales to recreate the wheel with every demo, provides consistency, and improves enablement for your team.

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**59%**

of companies have used a demo library for their GTM team, or are considering it

**41%**

aren't using demo libraries

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Your library can be organized by folders, tags, or certain naming conventions that make most sense for your team. When thinking about organization, consider how your team would be most likely to use the content.

**For example you could organize:**

**By type:** Separate shorter demos focused on a single use case from longer, more in-depth demos that address multiple use cases or the entire functionality of the product.

**By stage in the buyer journey:** Prepare demos for each phase of the consideration and decision journey.

**By vertical:** Create customizable demo templates that focus on key messages for specific vertical audiences.

**By pain point:** Focus on each user persona's most critical pain points, and build demos around products or features that address these issues.

**By sales play:** If you use a sales playbook, organize your demos by the most popular plays, or plays you'd like your team to pursue most.

**By product:** If you have multiple products in your portfolio, prepare a golden demo for each one.



For each demo, your team will be involved in different aspects of managing the lifecycle of creating a demo, including:

**Storyboard:** Demo owners and key demo users

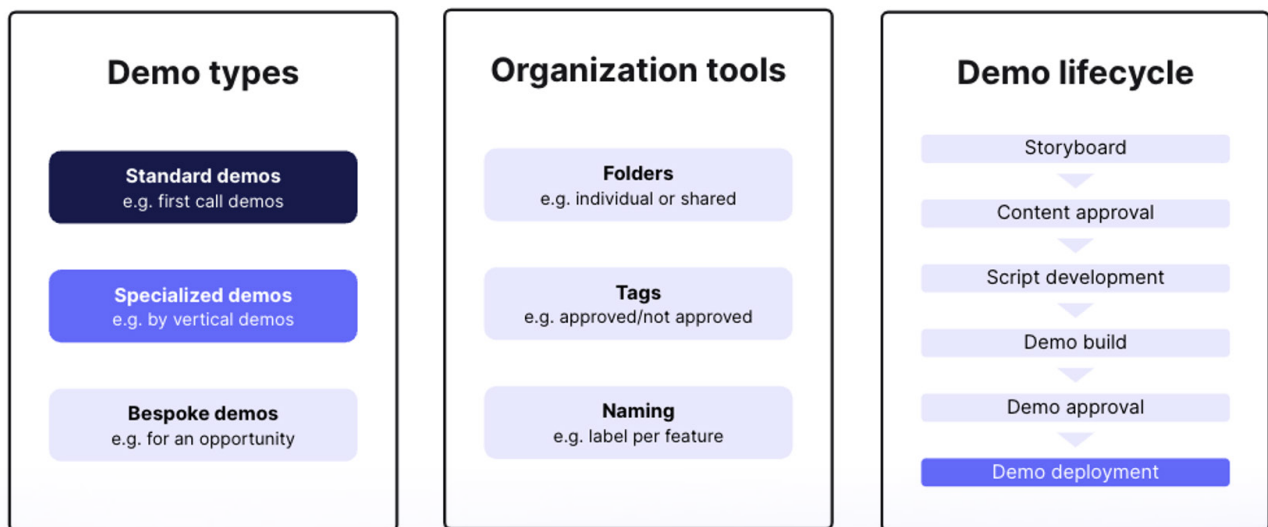
**Demo build:** Power builders

**Content approval:** Reviewers/approvers

**Demo approval:** Reviewers/approvers

**Script development:** Key demo users

**Demo deployment:** System admins



## Implement a governance model to continuously improve your demos

Some demos can be standard, while others will need to be bespoke. There are a whole range of demo use cases in between. That's where a demo program can be most effective. However, your program can easily go off the rails without a proper governance model in place. For example, it's important to keep track of the original template demo in your demo library, rather than the potentially dozens or hundreds of copies your users could customize.

### Governance and maintenance

Choosing a demo creation platform with role-based access control (RBAC) can ensure that the right users have access and/or editing capabilities for only the demos they need. To control access and create guardrails around your demo program, admins can give access to users, individual demos or demo folders.

As new features or products emerge, update your assets accordingly. Define the cadence in which you'll implement improvements (for example, quarterly), and bake in enough time to incorporate feedback from key decision-makers in your demo stakeholder group.

### Measuring success

You should also think about governance in terms of measuring the performance of your demos and continuously improving them. Take into account demo presenter or user feedback, prospect feedback, and demo analytics to refine and focus your demos over time.

You can track metrics such as which demos win the most opportunities in sales, or convert the most leads on your website for marketing. Demo analytics can reveal how your website visitors or buying committees are interacting with your demos. Keep the most successful demos and refine or retire those that aren't working.

Beyond the performance of individual assets, you can also track user performance and overall program performance. To keep your team on track, incentivize top builders, demo users and demo promoters.

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**Only 8%**

of companies measure the success of their demos with demo analytics

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**53%**

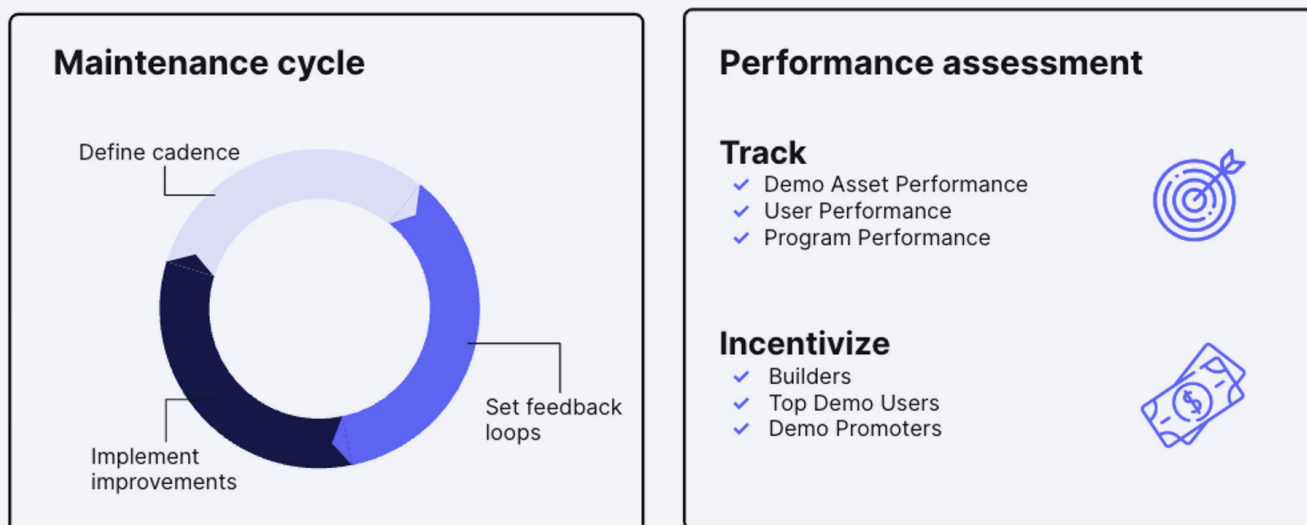
don't measure success at all

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**39%**

rely on anecdotal feedback from sales

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## How an enterprise digital business platform standardized with a demo program

Let's look at a real-world example of a demo program in action.

An enterprise digital business platform was struggling with finding and creating demos for both solution consultants and product marketing. With more than 100 products and 2500 solution consultants, it became unsustainable to deliver a standard 30-minute demo for every prospect. The solutions consulting team was sharing several product instances, but had to load new data and customize the demo each time — which was time-consuming and complex.

The head of solutions consulting decided it was time to standardize with a demo program. Using Reprise, the solutions consulting team developed a library of 300 demos with a variety of lengths, focused on different product features and integrations. They've published these demos in an easily searchable portal, so both sales reps and solution consultants can find what they need for any given prospect meeting, customize them as needed and present with confidence.

Today, product marketing, sales, and solutions consulting share access to this portal and can deliver demos on demand. Team members are enabled to learn any demo through a simple interface in the portal — they can view a short preview video explaining each demo and view scripts before clicking into the full demo in Reprise. By leveraging a demo program approach, the team has freed up solution consultants for more strategic work and empowered more GTM team members throughout the organization to leverage demos.

# 7 selection questions for a demo creation platform

- 1 Can various stakeholders in the organization use the same demo platform with ease? (E.g. Is it easy for SEs to create a demo library, and AEs to customize those assets?)
- 2 Can you create a breadth of demo assets (e.g. product tours, live demos, demo environments, interactive demo leave-behinds?)
- 3 Can you produce demos that showcase your product's native interactivity?
- 4 What governance, security and privacy/anonymization features are offered?
- 5 How can demo analytics be used to improve the demo experience or accelerate the sales cycle?
- 6 How can demos be customized, and what features are available for creating custom demos?
- 7 Can the platform integrate with your existing software stack? lake or data warehouse

# Conclusion: Empower your GTM team with your product story

If you haven't built a demo program already, consider this:

**How much time could you save** if your team could reuse and share the assets and intelligence it already has?

**How many more deals could be converted** with the use of proven, winning demos that can be customized on-demand?

A strategic demo program can help your presales team operate more efficiently and effectively, so they can focus more on the things they're uniquely qualified to do, like engaging with technical prospects, leading technical evaluations or handling complex RFPs. Demos are one quantifiable area where the proper organization and planning can positively impact GTM team capacity and the bottom line. In fact, Reprise customers experienced an **80% reduction** in SE hours spent on demo creation, and a 50% decrease in their sales cycles.

A solution like Reprise is both versatile and easy to use for a variety of stakeholders. Reprise is a **fully-integrated demo creation platform**, known for its ability to create powerful interactive product demonstrations and live demos for all types of demo creators — such as presales, sales, and marketing teams. It offers extensive customization options, allowing enterprises to tailor their demos to specific audiences. Reprise supports various types of demos throughout the GTM lifecycle, including product tours, live sales demos, leave behinds, and dedicated demo environments. Integration with tools like Google Analytics, Marketo, Hubspot, and Salesforce CRM, as well as API connectivity and a robust plugin library, enhance its functionality.

With the right preparation, organization, and measurement in place, your demo practice can become a well-oiled machine, saving SEs the time and toil of building bespoke demos for every opportunity. It's time to empower your entire GTM organization with the product tools they have been asking for — without the traditional risks and complexity of opening the environment for broad access.

Want to explore a little further?

Get a demo of Reprise today 



PreSales Collective.