

THE DEMO ADVANTAGE

How to Sell Smarter at Every Stage of the Funnel



BY

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Introduction

Buyer behavior has changed. Buyers now research software solutions independently, compare options without talking to anyone, and often know more about your competitors than your own sales team does. They expect to understand what you're selling before they'll invest time in a conversation.

This shift creates both a challenge and an opportunity. The challenge is that traditional sales approaches, where reps control the flow of information and when a product demo happens, no longer work. The opportunity is that when you give buyers access to your product, you actually get better qualified leads and more productive sales conversations.

Interactive demos make this possible. They let prospects explore your product on their own timeline while giving your team insights into what matters most to each buyer. Instead of generic pitch decks, you can have conversations rooted in actual product interest and usage patterns.

This guide walks through five critical moments where demos can accelerate your sales process: **qualifying leads, conducting discovery, scoping solutions, handling objections, and driving expansion.** Each section includes specific techniques, real examples, and actionable steps you can implement immediately.

Whether you're a sales leader, enablement professional, or individual contributor, you'll find practical strategies that work in today's buyer-driven market.

Rethinking Lead Qualification

The Old Funnel vs. Today's Reality

Most sales teams still operate like buyers are waiting by the phone. Fill out a form, get a call from an SDR, answer twenty questions, then maybe see the product. That's not how people buy software anymore.

Today's buyers are already halfway to a decision before they talk to anyone. They've read reviews, joined Slack communities, and probably seen your competitors' demos. When they land on your website, they don't want to fill out another form — they want to see if your product actually works.

Why “Are They a Fit?” Misses the Point

Sales teams are used to evaluating leads to decide whether they fit the ideal customer profile. The better question is: Have buyers seen enough to believe you might solve their problem?

Put interactive demos, like self-guided tours or live sandboxes, on your website and let visitors answer that question themselves. The people who engage and ask for more information have already self-qualified. They're not just browsing — they're genuinely curious.

This turns your website into a qualification engine instead of just a brochure. You get better signals about real interest, not just who's willing to fill out forms.

What to Build Right Now

- ✓ **Homepage Product Tour**
Embed a 3-minute interactive tour that covers the core workflow your product solves.
- ✓ **Library of Use-Case Demos**
Offer multiple entry points by persona, industry, or use case, so prospects can choose their own path based on their needs.
- ✓ **Demo Analytics Loop**
Document demo activity in your CRM so your sales team knows exactly what each prospect explored before they hop on a call.

Quick Win Checklist

- ✓ Interactive tour visible on homepage
- ✓ Demo activity tracked in CRM
- ✓ Sales team trained to reference what prospects already saw

These changes will reduce your reliance on subjective lead scoring and help you prioritize real interest instead of form completions.

The Rise of the Disco-Stration

Why the Two-Call Model Frustrates Buyers

Picture this: A prospect spends 20 minutes exploring your demo, then books a call. You spend the first 15 minutes asking discovery questions about problems they've already identified. Then you show them the same features they already explored.

That's not discovery — that's inefficiency.

Buyers who've already engaged with your product don't want to start from zero. They want conversations that build on what they've learned and dig into what they're still figuring out.



What a Disco-Stration Looks Like

Instead of discovery then demo, blend them together with a disco-stration:

01

Start with a hypothesis: "Most teams I speak with struggle to [specific problem]. Let me show you a demo for how customers solve that in our platform — then we can see if it matches your world."

02

Show a concise workflow (2–3 minutes).

03

Pause and dig in: "What you just saw — is that similar to how your team works today?"

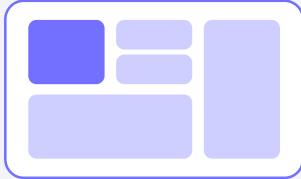
04

Adapt and continue: Based on their response, show the next relevant piece.

It's not a script. It's a flexible structure that lets the rep react to the buyer's curiosity. Instead of leading with assumptions, you discover and respond with relevance.

The Rise of the Disco-Stration

How to Enable Your Team



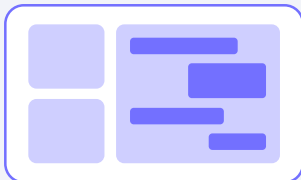
Build a Modular Demo Library

Create reusable demo flows that reps can jump between to show your product's admin setup, user workflow, and reporting.



Use Realistic Data

Use AI to generate customized demo data so every screen looks like it belongs in the buyer's world. Generic data kills the magic.



Train the Pivot

Teach reps to ask follow-up questions based on what prospects just saw, not what's next on their list.

Metric to Watch

Calls where prospects speak $\geq 50\%$ **and** at least three demo segments are shown convert at nearly double the rate of monologue-heavy calls.

Disco-strations help your team meet buyers where they are, without wasting time on drawn-out qualifications. It's a smarter, more respectful way to build rapport and surface pain.

Scoping with Confidence

The Problem with Document-Heavy Scoping

How many times have you sent a detailed proposal, only to get back three pages of questions about functionality you thought you'd already covered?

It happens because proposals built on assumptions and conversations fall apart under scrutiny. When stakeholders can't visualize what they're buying, they default to asking more questions.

Make Your Proposals Visual

1. Mirror the Conversation with Demos

Clone the disco-stration path and annotate where integrations, roles, or data sources come into play.

2. Create Role-Specific Views

Use the same parent demo with different views by persona (e.g. an executive summary for budget holders and a deep tech path for architects).

3. Build Leave-Behind Demos

When key stakeholders can't attend your presentation, give them a way to catch up without scheduling another meeting.

4. Interactive Proposals

Link line items to exact demo moments so procurement can trace cost back to capability.

Metric to Watch

Proposal revisions per deal. Teams that embed demo links average 1.3 revisions vs. 3.7 without, making for faster sales processes.

Using this method, scoping isn't just faster — it's clearer. When stakeholders can see exactly what they're getting, scoping becomes collaboration instead of interrogation. Buyers feel heard, internal teams stay aligned, and surprises are minimized.

Demo as Deal Defense

When New Stakeholders Appear

You've built momentum with your champion, technical buyer, and end users. Then procurement gets involved, or a new executive joins the evaluation, or someone from security raises concerns.

Starting over with a full demo kills your momentum. But ignoring new stakeholders kills your deal.

Build a Defense Kit

1. Champion Toolkit

90-second workflow clips, compliance walkthroughs, ROI mini-demos that your champion can use to showcase your tech internally.

2. ROI Visualizer

Side-by-side demo of “old way vs. new way”.

3. Stakeholder Views

Create a short path for security, finance, IT, and any other team involved.

4. Engagement Intelligence

Track who replays which clip and follow up where interest spikes.

5. Audit Trail

Log demo consumption to show due diligence during negotiation.

Red Flags to Watch For

- Stakeholders go quiet after procurement enters
- Your champion requests “just one more deck”
- New questions repeating topics you’ve already covered

Well-organized demo assets keep deals moving even when the room changes. They allow your champion to carry the conversation forward without having to start over.

Driving Adoption and Expansion Post-Sale

Where Handoffs Break Down

The handoff between Sales and Customer Success is critical to ensuring customer adoption. It's a critical juncture that can either set you up for future account expansion or churn.

The process can easily break down as Sales hands off a Dropbox folder, Customer Success starts generic onboarding, or the champion gets busy. Suddenly, engagement plummets.

This isn't a failure of intent. It's a failure of continuity. The buyer's vision isn't passed on, and the implementation starts from zero.

Preserve the Context

1. Handoff Package

Ensure on Day 1 that the Customer Success team has access to winning demo flows, top-watched moments, and the stakeholder list.

2. Onboarding Demos

Provide the same flows buyers loved, now augmented with "Try it" tooltips and guided tasks to aid product adoption.

3. Role-Based Libraries

Create trackable, self-serve libraries for admins, end-users, and analysts.

4. Expansion Signals

Keep an eye on metrics that indicate an opportunity for expansion: new viewers from adjacent teams, repeated views of advanced features, and spikes in share rate.

When customers learn through the same demos that sold them, they stay engaged. When Customer Success knows what mattered in the sale, they can reinforce that value and not restart the education from scratch.

Practical KPIs

Metric	Why It Matters
Time-to-First-Value	Faster activation predicts renewal
Post-Sale Demo Views	Correlates with adoption depth
Expansion Pipeline	Demo engagement often precedes upsell opp creation

A great demo doesn't just close the deal — it opens the door to long-term growth.

Making Demos Your Competitive Edge

Demos aren't just another step in your sales process — they're what connects every conversation, from first website visit to renewal discussion. When prospects can actually experience your product at each stage, they move faster and with more confidence.

The teams winning today follow three simple principles:

01

Let people try before they buy

Instead of describing features, show them working. Click-through experiences beat slide decks every time.

02

Give buyers control

Let them explore what interests them most, at whatever pace makes sense. Your job is to guide, not gatekeep.

03

Pay attention to what they do, not just what they say

Demo engagement tells you more about real interest than any discovery question.

When you build demos into every stage of your process, you're not just showing your product — you're demonstrating how you work with customers. That's something your competitors will struggle to copy, no matter how good their features are.

Ready to scale your demo program and win more deals than ever before?

Get the Reprise demo 