



Demonstrating To Win!: The Indispensable Guide for Demonstrating Complex Products

Robert Riefstahl

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The demonstration or presentation of complex products like technology or medical devices is like leading a person over a treacherous ravine. Throughout a demo or presentation, your prospect wants to run back to the relative safety of their existing world. This book will help you comfortably lead your prospect to your solution and make you the best demonstrator and presenter in your field!

Tactics that you will find useful include:

- Identifying and avoiding Demo Crimes
- Winning demo techniques like "Tell-Show-Tell"
- Building a value case for your solution
- Managing your audience and reading their personalities
- Creating winning themes
- Performing differentiating Web demos and presentations
- Conducting high value Discoveries
- Managing your room environment
- Winning teamwork techniques

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