



Mastering Technical Sales: Skill Building Workshops

MTS-103 : Demonstration and Presentation Assessment

This workshop is a remote or onsite assessment of your standard ("Out Of The Box") technical demonstrations and presentations. With a heavy emphasis on both content and delivery, obtain an independent and objective third-party analysis of your customer-facing sessions.

Using a comprehensive sixty-point checklist, the special focus is to ACCELERATE® your business and provide dynamic and real time feedback on the sessions, followed up with a detailed written report listing strengths, weaknesses and areas for improvement.

A	Acronyms
C	Competitive Traps
C	Crisp Sound Bites
E	Energizers to Gain Attention
L	Leave - Behinds
E	Effective Organization & Structure
R	Really Unique Selling Points
A	Attractive Graphics
T	Tying Technology To Business Problems
E	End Result

This Is Some Important Point

- ✓ One amazing fact that you didn't realize
- ✓ Another amazing fact that maybe you knew
- ✓ A third fact that you might have know, but didn't realize was relevant
- ✓ And, of course, a fourth fact that needs to be stated because you can't just say it and expect them to remember
- ✓ And a fifth point, just for luck
- ✓ Oh, and did I mention point #6 too?
- ✓ And there's an important conclusion too

"With this workshop we got sales, pre-sales and marketing together in the same room, and John facilitated a radically new and focused standard demo in four hours. Amazing!"

■ VP , Enterprise Software Company