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The Webcast Preview Deck

The #1 Way To Start Your Demo (Before It Even Starts)

Let's run a thought experiment. Your demo / presentation starts at 11am. It's now 10.56am and one of your clients signs into the webcast tool. What do they see? It's now 11.02am and the demo hasn't yet started (because no sales webex ever starts on time), what do your clients see on their screen? If the answer is a blank screen, or your laptop wallpaper, then you are missing on a great opportunity to gently message, inform and ultimately "sell" your client.

The Analogy

The easiest analogy is that of a movie theater. You arrive a few minutes early, settle into your seat, open up the candy/sweets/popcorn and take a sip of your drink. What's playing on the screen? Coming attractions, previews and events. I don't know about you, but at least a couple of times a year, my wife and I decide to watch a movie based on a preview we saw in the movie theater, while waiting for the main attraction. Let's look at how that applies to a sale situation.

The Action

1. **The preview deck.** Starting about 10 minutes before the official start time, sign into your webcast tool and start running a brief 4-5 slide PowerPoint deck on a constant, repeating loop. Let it run until you are actually ready to start the main demo or presentation. You'll get at least 15 minutes of airtime out of the deck, and probably repeat it 4-5 times before you get started.
2. **What should it contain?** Think of it as a free preview of your call / demo. I'd suggest you have

- a. A title slide (with photo and optional biography of yourself)
- b. An agenda slide, covering the 3-4 main points
- c. A corporate overview slide. Just showing 2-3 really important facts that are important to your customer.
- d. A news slide – highlighting a recent press release, customer success.
- e. A customer specific slide. Anything relevant to the customer’s situation or issues.

You can find a (fun) light-hearted sample on the MTS website.

3. **What are the benefits?** The preview deck can help confirm the agenda, highlight some corporate information (especially if you are a small company fighting a larger one, or a small subsidiary of a large corporation), or demonstrate how effectively you listened during a prior discover call. One client, who was continually being pounded by their #1 competitor about enterprise scalability, uses the deck to highlight their largest customers, massive benchmark data and a customer success to proactively (and effectively) deal with the attack
4. **Possible SE modifications?** Try placing the [Demo GPS Roadmap](#) in the preview deck.

Summary

It will take you 15 minutes to build a deck (and another 15 minutes to convince a rep to let you use it), and will make a major difference to the start of your webcasts. You can even use it for standard physical face to face calls too. Give it a try.

“Imagination is everything. It is the preview of life's coming attractions.”

- *Albert Einstein*

Talking Points is a monthly column authored by John Care, Managing Director of Mastering Technical Sales. For more information on this and other Sales Engineering topics visit the website at www.masteringtechnicalsales.com.

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