



Peter E. Cohan
 The Second Derivative – Great Demo!
 1532 Scenic Drive
 Trinidad, CA 95570
 T: +1 650 631 3694
 E: PCohan@SecondDerivative.com
 W: <https://GreatDemo.com>


The Great Demo! 2020 Articles Index

There are currently well over 75 articles in our [articles](#) page – here’s a handy index to help you find specific topics and explore others. Enjoy!

If you have ideas or suggestions for new articles, please let us know. We’ll list a few candidates at the bottom – you can vote for the ones you’d like to see!

Great Demo! Methodology Basics

Title	Abstract/Topic
Stunningly Awful Demos – The 2020 Great Demo! Top Ten List of What NOT to Do	Exactly that!
The Great Demo! Top Ten List	The less amusing version of the above.
Seven Habits for Stunningly Successful Demos	Key Great Demo! concepts outlined – along with the studies that validate these ideas.
Why Structure a Demo Like a News Article?	An exploration of Inverted Pyramid – a key Great Demo! concept (validated above).
Stunningly Awful Demos – Two Words to Avoid	How your use of “If” and “or” cases can derail your demos...
Too Complex – A Demo Disaster Story	A real-life disaster story told and examined – so you don’t do the same!
Death By Corporate Overview	How much to present (or how little) – and an alternative approach.
Let’s Talk About Value – Uncovering the Delta	Uncovering and communicating value – and the importance of <i>tangible</i> value vs. platitudes.
Stunningly Successful Great Demo! Implementation – A Practitioner’s Perspective	Guidelines and steps for implementing the Great Demo! methodology.
The Role of Sales in Great Demos	Partnering with your sales colleagues – team tactics for successful demos, with a focus on Great Demo! specifics.
Stunningly Awful Demos – Lost in the Weeds	Managing questions and time elegantly and professionally.
When is the Best Time To Do a Demo?	Hint: Morning is MUCH better than afternoon!

Rescue – From the Tyranny of Traditional Demos	Why traditional demos aren't getting the job done – and some Great Demo! approaches to apply instead.
We Are Programmed to Forget – And Its Impact on Our Demos	Methods to improve your audience's ability to remember your message.
Stunningly Awful Demos Team Practices – Where 1 + 1 = 0	Classic cautions and rescues for both members of the team – sales and presales.
Disasters Neatly Averted – Dealing with Day-In-the-Life Demos	Methods to avoid painful “day in the life” demos – and associated painful outcomes.
Stunningly Awful Demos – The Relative Irrelevance of Set-Up Mode	When and when not to present “Set-up Mode” vs. “Daily-use Mode” capabilities.
Stunningly Awful Demos: Waaay Out of Alignment	Do's and don'ts when working with a customer's multiple players at multiple levels – executives, middle managers, staffers and administrators.
Stunningly Awful On-Boarding Demos – The Trouble Begins	Deconstructing traditional demos – and reconstructing with Great Demo! approaches.
Transition Vision – “We Love It – But How Are We Going To Get There?”	A very effective “next steps” conversation with the customer.
Attention Retention in Demonstrations	Why “Do the Last Thing First” is so important – and the importance of summaries.

Advanced Great Demo! Methodology Topics

Title	Abstract/Topic
The Menu Approach – A Truly Terrific Demo Self-Rescue Technique	Trying to pack 2-3 hours of “overview” into 60 minutes? Try the Menu Approach to enable smoother, more effective engagement.
Vision Generation Demos – The Crisp Cure for Stunningly Awful Harbor Tours	How to present <i>just enough</i> to satisfy customers' desire to “see a demo” and move into Discovery.
Surprisingly Successful Complex Situation Demos	Extending the methodology to handle situations with multiple players and multiple solutions – this could be one of the most useful articles for you!
Stunningly Awful Sales Tactics – The Future-Sales Prevention Team	Traditional vs. good vs. great account management – and an exploration of Transition Vision concepts to help customers achieve success in a managed process.
Stunningly Awful Demo Outcomes – Why Objections Shouldn't Need To Be Overcome	How richer Discovery conversations and the Great Demo! approach reduce objections later in the sales process.
Stunningly Awful vs. Truly Terrific Competitive Differentiation – What, When and How	Managing and outflanking competition – when and how to do it elegantly and effectively.
Stunningly Awful Demos – Insufficient Discovery	Why doing Discovery is so important and an introduction to successful tips and methods.
Expansion and Renewal Demos	Strategy, positioning and demo tactics to secure renewals and expansion sales.

The Advantages of Being the Incumbent Vendor – And Its Impact on Managing Competition, Renewals and Expansion Sales	Exactly that!
Lunch and Learn Demos	When and how to use “Lunch and Learn” sessions.
Why DID They Buy – Fabulous Fuel for Sales, Presales and Customer Success	The process for uncovering the capabilities your customers are consuming – and the value they are gaining from using your software.
Demo “Storylines”: The Journey, The Destination, or Both	When to use “Journeys” as demo storylines – and when not!
Ignition Demos – A Rather Huge Unmet Need and Opportunity	An opportunity to reduce “wasted” demos and prime the sales pipeline.
The Surprising Road(s) to Demo and Presales Mastery	An exploration of demo and presales skills, roles and personal development.
Using Analogies and Metaphors (and More) in Demos	When and how to use metaphors and analogies in your demos.
A Perfect Demo Environment...	Guidelines and some surprising best practices in establishing and maintaining your organization’s demo environment.
A Story of LEGO Bricks, Software Demos, and Vision Generation	A real-life story and example of how to present demos of “toolkit” software.
What’s the Value of Better Demos	Ideas that can help justify Great Demo! training – as well as insights to guide your personal development.
Stunningly Successful Methodology Implementation	A mini-book on methodology implementation – largely for managers – identifying do’s and don’ts, with examples for Great Demo!
What Makes a Demo Truly Remarkable?	Some proven methods to take your demos to a higher level of performance.
Stand Away From The Mouse! – Letting Your Champion Drive	Another terrific tip to make your demos more engaging and remarkably successful!

Pursuing and Justifying Great Demo! Training

Title	Abstract/Topic
What’s the Value of Better Demos	Ideas that can help justify Great Demo! training – as well as insights to guide your personal development.
Seven Habits for Stunningly Successful Demos	Key Great Demo! concepts outlined – along with the studies that validate these ideas.
Stunningly Awful Web “Overview” Demos – The Gruesome Anatomy of a Traditional 1-Hour Web Overview Demonstration – And Some Solutions	Exactly that!
Rescue – From the Tyranny of Traditional Demos	Why traditional demos aren’t getting the job done – and some Great Demo! approaches to apply instead.

What Can We Learn by Analyzing 67,149 Software Demos? Some Surprising New Insights	The original study delightfully validating Great Demo! methodology.
--	---

Remote Demos – Operating Over the Web

Title	Abstract/Topic
Stunningly Awful Remote Demos – The Top Ten List of Inflicting Pain at a Distance	What NOT to do over the web.
Stunningly Awful Web “Overview” Demos – The Gruesome Anatomy of a Traditional 1-Hour Web Overview Demonstration – And Some Solutions	Exactly that!
Great Demo! Remote Demos Best Practices	A great starter set of ideas that can be applied right away.
The Zoom Scan – What It Is, Why It Is Important, and How to Do It	Getting more comfortable with operating over the web – some advanced tips and methods.
Remote Demos – The Role of the Active Conduit	Using a colleague to help prepare for and manage demos delivered over the web – an under-used best practice!
Remote Demonstrations – What Can We Do Better?	A terrific summary of the basics!
Demos to Mixed Local and Remote Audiences – Tips to Handle Combination Situations	Exactly that!

Doing Discovery

Title	Abstract/Topic
Stunningly Awful Demos – Insufficient Discovery	Why doing Discovery is so important and an introduction to successful tips and methods.
Stunningly Awful vs. Truly Terrific Competitive Differentiation – What, When and How	Managing and outflanking competition – when and how to do it elegantly and effectively. Hint: do it during Discovery!

Vision Generation, The Menu Approach and Other Self-Rescue Topics

Title	Abstract/Topic
The Menu Approach – A Truly Terrific Demo Self-Rescue Technique	Trying to pack 2-3 hours of “overview” into 60 minutes? Try the Menu Approach to enable smoother, more effective engagement.
Vision Generation Demos – The Crisp Cure for Stunningly Awful Harbor Tours	How to present <i>just enough</i> to satisfy customers’ desire to “see a demo” and move into Discovery.
A Story of LEGO Bricks, Software Demos, and Vision Generation	A real-life story and example of how to present demos of “toolkit” software.
Surprisingly Delectable Demos – Delightful Dining Analogies	How restaurant practices can be delightfully applied to Great Demos – menus, vision generation and more.

Why Don't They Get It – Are They Stupid Or What?	Demos, the Technology Adoption Curve, and Vision Generation.
--	--

Storytelling and Demos

Title	Abstract/Topic
Storytelling in Demos	Exactly that!
Demo “Storylines”: The Journey, The Destination, or Both	When to use “Journeys” as demo storylines – and when not!
Using Analogies and Metaphors (and More) in Demos	When and how to use metaphors and analogies in your demos.
Disasters Neatly Averted – Dealing with Day-In-the-Life Demos	Methods to avoid painful “day in the life” demos – and associated painful outcomes.

For Managers (But Individual Contributors Are Also Welcome!)

Title	Abstract/Topic
Stunningly Awful On-Boarding Demos – The Trouble Begins	Deconstructing traditional demos – and reconstructing with Great Demo! approaches.
Stunningly Successful Methodology Implementation	A mini-book on methodology implementation – largely for managers – identifying do’s and don’ts, with examples for Great Demo!
Stunningly Awful Sales Tactics – The Future-Sales Prevention Team	Traditional vs. good vs. great account management – and an exploration of Transition Vision concepts to help customers achieve success in a managed process.
Demo Capital – Underutilized, Undervalued and Often Insufficient	Identifying, assessing and leveraging your tangible and intangible demo assets.

The “Stunningly Awful Demos” Series (a perennial favorite!)

Title	Abstract/Topic
Stunningly Awful Demos – The 2020 Great Demo! Top Ten List of What NOT to Do	Exactly that!
Stunningly Awful Web “Overview” Demos – The Gruesome Anatomy of a Traditional 1-Hour Web Overview Demonstration – And Some Solutions	Exactly that!
Stunningly Awful Remote Demos – The Top Ten List of Inflicting Pain at a Distance	What NOT to do over the web.
Stunningly Awful Demos – Lost in the Weeds	Managing questions and time elegantly and professionally.
Stunningly Awful Demos – Insufficient Discovery	Why doing Discovery is so important and an introduction to successful tips and methods.

Stunningly Awful Demo Evolution- Have You Ever Seen Demos Get Shorter?	Recognizing and dealing with the demo challenges associated with evolving software and new releases.
Stunningly Awful Demos – The Relative Irrelevance of Set-Up Mode	When and when to present “Set-up Mode” vs. “Daily-use Mode” capabilities.
Stunningly Awful Demo Phrases	Fun, but thought provoking – when “Vendor says xxx”, “customer thinks yyy...”
Stunningly Awful Demos Team Practices – Where 1 + 1 = 0	Classic cautions and rescues for both members of the team – sales and presales.
Stunningly Awful Sales Tactics – The Future-Sales Prevention Team	Traditional vs. good vs. great account management – and an exploration of Transition Vision concepts to help customers achieve success in a managed process.
Stunningly Awful Demo Communication – Unencrispening the Demo	More on crisp and clear vs. ineffective and confusing communication.
Stunningly Awful Sales Kickoff Demos: Selling to Your Sales Force – the Toughest Customer of All!	Successful methods to fire-up your sales team with your new product and new releases.
Stunningly Awful Demo Outcomes – Why Objections Shouldn’t Need To Be Overcome	How richer Discovery conversations and the Great Demo! approach reduce objections later in the sales process.
Stunningly Awful vs. Truly Terrific Competitive Differentiation – What, When and How	Managing and outflanking competition – when and how to do it elegantly and effectively.
Stunningly Awful SaaS Demos – Lost in the Clouds	SaaS-specific demo risks, challenges and mistakes – and how to address.
Stunningly Awful Sales Prevention Demos	An amusing (yet painful) series of typical errors and mistakes in demo delivery.
Stunningly Awful Demos – Debilitating Demo Diseases	Symptoms, examples and cures for common demo diseases.
Stunningly Awful Demos – Debilitating Demo Diseases Additional Afflictions	More symptoms, examples and cures for common demo diseases.
Stunningly Awful Demo Situations – The Horror of Scripted Demos	Strategies and tactics to manage RFP responses and scripted demo situations.
Stunningly Awful Software Evaluations – A Strategy of Hope?	Guidance on managing successful POCs, POVs, and other evaluations.
Stunningly Awful Demos – The Great Demo! Top Ten List of What NOT to Do	Older (but still valid) version...

Humor – With a Bite!

Title	Abstract/Topic
Stunningly Awful Web “Overview” Demos – The Gruesome Anatomy of a Traditional 1-Hour Web Overview Demonstration – And Some Solutions	Exactly that!
Stunningly Awful Demo Phrases	Fun, but thought provoking – when “Vendor says xxx”, “customer thinks yyy...”

Stunningly Awful Demo Communication – Unencrispening the Demo	More on crisp and clear vs. ineffective and confusing communication.
Stunningly Awful Sales Prevention Demos	An amusing (yet painful) series of typical errors and mistakes in demo delivery.
Stunningly Awful Demos – Debilitating Demo Diseases	Symptoms, examples and cures for common demo diseases.
Stunningly Awful Demos – Debilitating Demo Diseases Additional Afflictions	More symptoms, examples and cures for common demo diseases.
The Content-Free Buzzword-Compliant Vocabulary List	The article that started these articles...! Alternatives to typical buzzwords.
Too Complex – A Demo Disaster Story	A real-life disaster story told and examined – so you don't do the same!
'Twas the Night Before the Big Demo	A holiday favorite!

Presales Growth and Personal Development

Title	Abstract/Topic
The Surprising Road(s) to Demo and Presales Mastery	An exploration of demo and presales skills, roles and personal development.
COVID-19, Presales, and Leadership	Actions, expectations and opportunities for presales during a pandemic.
Stunningly Successful Great Demo! Implementation – A Practitioner's Perspective	Guidelines and steps for implementing the Great Demo! methodology.
Stunningly Successful Methodology Implementation	A mini-book on methodology implementation – largely for managers – identifying do's and don'ts, with examples for Great Demo!
Are You a Demo Expert? Why Experts Should Feel Uncomfortable	A discussion of why and how to never grow complacent and never stop learning.
Demo Skills Assessment – Do It Now	An opportunity to take stock of your current skill set for demos.
The Meaningless-Filler Gratuitous-Phrases Vocabulary List	Eliminate wasted words and sharpen your verbal delivery.
The Content-Free Buzzword-Compliant Vocabulary List	The article that started these articles...! Alternatives to typical buzzwords.

Customer Success

Title	Abstract/Topic
Stunningly Awful Sales Tactics – The Future-Sales Prevention Team	Traditional vs. good vs. great account management – and an exploration of Transition Vision concepts to help customers achieve success in a managed process.

Beyond Demos

Title	Abstract/Topic
Competitive Demo Situations and “Bake-offs” – How to Bias Towards Your Strengths	More surprisingly simple methods to outflank your competition.
Stunningly Awful Demo Situations – The Horror of Scripted Demos	Strategies and tactics to manage RFP responses and scripted demo situations.
Four Opportunities to Harvest – The Value of Informal Success Stories	When and why to capture “informal” success stories.
Stunningly Awful Software Evaluations – A Strategy of Hope?	Guidance on managing successful POCs, POVs, and other evaluations.
The Database Break-Even Point	Insights into accelerating time to value.
Trade Show Best Practices	A few tips for improving results at trade shows and conferences.

Marketing Topics

Title	Abstract/Topic
Death By Corporate Overview	How much to present (or how little) – and an alternative approach.
Ignition Demos – A Rather Huge Unmet Need and Opportunity	An opportunity to reduce “wasted” demos and prime the sales pipeline.
Vision Generation Demos – The Crisp Cure for Stunningly Awful Harbor Tours	How to present <i>just enough</i> to satisfy customers’ desire to “see a demo” and move into Discovery.
Stunningly Awful Sales Kickoff Demos: Selling to Your Sales Force – the Toughest Customer of All!	Successful methods to fire-up your sales team with your new product and new releases.
Why Don’t They Get It – Are They Stupid Or What?	Demos, the Technology Adoption Curve, and Vision Generation.
The Database Break-Even Point	Insights into accelerating time to value.
Auto-Demo Hell	Cautions, tips and guidance for creating recorded demos.
More Auto-Demo Hell – A “Customized” Recorded Demo?	More on the same – and a rescue...!

And in the Future...

Here are a few candidate topics for upcoming articles:

- Doing Discovery – Beyond the Basics
- Great Demo! Principles for Presales Managers
- Eight Engaging Examples (What Does “Great” Look Like?)
- Workflow Analysis – Uncovering Four Delightful Pieces of Information (That You Need)
- The Delusion of Product-Centric Demos
- Stunningly Awful Demo Detail – Let Me Explain What Happens Behind the Scenes
- The Terrible Tabs Death March

Vote for the ones you'd like to see and/or suggest others...!

Copyright © 2020 The Second Derivative – All Rights Reserved.

For more articles on demonstration effectiveness skills and methods, visit our website at <https://greatdemo.com/>. For demo tips, best practices, tools and techniques, join the Great Demo! LinkedIn Group or explore our blog at <https://greatdemo.com/blog/>.