



## **The Second Derivative**

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### **Trade Show Demonstrations - The "Menu Approach"**

I both love and hate doing demonstrations at trade shows. They are wonderful because of the opportunity to interact with so many customers. They are terrible when you consider how many of those customer interactions, and demos, are unqualified and unproductive.

There are two frustrating scenarios that often occur at trade shows. The first is when a customer walks up to a demo station and says, "Show me your product". The second is when a colleague in your booth brings a prospect by and says, "Show him/her our product".

These are really the same situation! Here's how you can improve the probability of success for these scenarios:

Hold back.

Don't move the mouse, but hold it ready in your hand, as if you'll start any moment. Start asking questions, instead. Often you won't have much time. Ask open-ended questions that lead the prospect to offer information on their situation, and their Critical Business Issues (CBI's) and Reasons. (An open-ended question is one that cannot be answered with a simple yes or no answer). If you are successful, you may be able to uncover sufficient information to deliver a Great Demo.

If your prospect is unwilling to provide much information, then start with your most likely Generic Demo – but, here's the twist: Verbally review your most likely Situation for your prospect's job title and then show the corresponding Illustration – then ask if this is what your prospect is interested in seeing.

If the answer is yes, then continue with your demo, showing the Do It, the Do It Again, and Q & A, as time allows. If the answer is no, then try your second most likely Situation scenario and Illustration, and test again.

There is no sense in running through a full demonstration if the prospect is not interested! Presenting two or more Illustrations acts like a catalog or menu, increasing the likelihood that your prospect will see something that does address a CBI. You'll save yourself time, you'll save your prospect's time, and you'll increase the probably of a successful demo.

This method is also known as the "Menu Approach" and can be used for a range of Generic or otherwise unqualified customer situations.

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