

Workshop Overview:**Mastering Demos and Presentations for Enterprise Technical Sales****Audience**

This two-day, in-person workshop is tailored for Sales Engineers (SEs) at all experience levels—beginning to advanced—who work in complex enterprise tech sales. It's designed to help SEs not only build stronger presentation skills but also deliver more impactful, value-driven demos that resonate with prospects. This workshop is ideal for SE leaders with teams of 10-30 who are focused on creating compelling, persuasive demos and presentations that clearly communicate the unique value of complex technical solutions. Through this training, SE teams will learn to elevate their engagement with customers, making demos more relevant, persuasive, and ultimately more effective.

Workshop Structure and Content

The workshop blends structured learning with hands-on practice, starting with pre-workshop assessments to tailor the experience to participants' skills and needs, followed by interactive sessions and exercises that hone both technical presentation and demo skills. Virtual follow-up sessions provide additional reinforcement and skill coaching.

Pre-Workshop Preparation

- **Assessments:** Each SE completes a skills assessment to identify strengths and areas for improvement, ensuring the workshop meets the team's specific needs.
- **Pre-Reading and Case Study:** Participants receive foundational materials on value-based messaging and customer engagement, along with an industry-specific case study to prepare for exercises.

Day 1: Crafting Value-Based Demos and Discovery-Driven Messaging

- **Introduction to Discovery-Driven Messaging:** Training on how to integrate discovery insights and value-based messaging to make demos more relevant and engaging.
- **Crafting Compelling Demo Narratives:** Techniques for building a structured demo storyline that aligns with customer pain points, key motives, and desired outcomes.
- **Interactive Demo Practice:** SEs practice delivering core aspects of a demo, receiving feedback from peers and facilitators to refine messaging and delivery.

Day 2: Presentation Skills and Advanced Demo Delivery

- **Effective Presentation Techniques:** Tips for enhancing SEs' presentation skills, including pacing, tone, body language, and managing both live and virtual audiences.
- **Handling Tough Questions and Objections:** Strategies for addressing challenging questions and objections with confidence and precision.
- **Hands-On Demo and Presentation Practice:** Participants deliver complete demos and presentations, practicing with real-world scenarios and receiving structured feedback on clarity, relevance, and persuasiveness.

Virtual Follow-Up Sessions

- **Skill Reinforcement and Deal Support:** Two follow-up virtual sessions to reinforce workshop concepts, provide additional coaching, and support SEs in applying new skills to live customer demos and presentations.

Expected Benefits

For SE leaders managing enterprise teams, this workshop offers a powerful way to uplevel their teams, equipping them with the ability to engage clients with demos and presentations that truly communicate the value of complex solutions. Key benefits include:

- **Engaging, Compelling Demos:** SEs learn to craft demos that are deeply aligned with customer needs, leading to higher engagement and increased interest from prospects.
- **Enhanced Presentation Confidence:** By refining presentation skills and practicing tough scenarios, SEs gain confidence in handling complex customer interactions and adapting to live feedback.
- **Stronger Competitive Positioning:** SEs develop the ability to connect features and capabilities directly to customer pain points and outcomes, creating a clearer competitive advantage.
- **Consistent Demo and Presentation Quality:** With structured frameworks and reinforced skills, SEs across all levels can consistently deliver high-quality, persuasive demos that drive deals forward.

Investing in this workshop provides SE teams with the tools and techniques they need to excel at demos and presentations, ultimately leading to improved customer perception, faster sales cycles, and greater win rates. This program empowers SEs to connect with prospects through value-driven storytelling and engaging presentations, making it a high-impact investment in their ongoing success.