2nd Edition

Great Demo!

How To
Create And Execute
Stunning
Software Demonstrations

Peter E. Cohan

Great Demo How To Create And Execute Stunning Software Demonstrations

Daniel Richard Park

Great Demo How To Create And Execute Stunning Software Demonstrations:

Great Demo! Peter E. Cohan,2005-03 Have you ever seen a bad software demo Peter Cohan helps organizations put the Wow into their demos to make them crisp compelling and successful to get the job done He has had roles in four corners technical product and field marketing he was banished to Basel Switzerland for two years for bad behavior sales and sales management senior management he built a business unit up from an empty spreadsheet into a 30M per year operation and in this last role he has been that most important of all possible entities a customer Peter Cohan leverages twenty five years of experience in selling and marketing business software and as a customer The Great Demo method comes directly from extensive firsthand experiences in developing and delivering software demonstrations and in coaching others to achieve surprisingly high success rates with their sales and marketing demos For more information on demonstration methods guidelines and tips explore the author s website at www SecondDerivative com or contact the author directly at PCohan SecondDerivative com *Great Demo!* Peter E. Cohan,2023 Many presales sales marketing and customer success practitioners say they are skilled at doing demos but are they Back cover 10 Steps to Successful Virtual Presentations Wayne Turmel,2011-02-01 Whether you re presenting training exercises team meetings or a sales pitch you can present like a pro deal with technological glitches appear calm under pressure and deliver value packed virtual presentations Millions of web meetings take place every day yet they are often boring poorly conducted and technologically challenged But that doesn t have to happen to you Now you can learn how to make your online meeting as engaging as an in person presentation Whether you re presenting general information training exercises team meetings or sales pitches this book helps you present like a pro and appear calm under pressure You can facilitate discussions handle Voice over Internet Protocol VoIP issues listen to and engage your audience and multitask effectively Plus you ll have case studies rules of thumb ready to use tools checklists and tips to share with coworkers With this book to guide you you can become a competent confident credible online presenter and deliver real value to your audience Table of Contents Step 1 Identify your learning objectives and outcomes Step 2 Learn the virtual presentation platforms Step 3 Plan your presentation Step 4 Learn to work with others Step 5 Build compelling content presentation templates add four types Step 6 Building good visuals Step 7 Refining your vocal skills Step 8 Rehearse Step 9 Multitasking and using the tools Step 10 Follow up and learn **The Art of the Start 2.0** Guy Kawasaki,2015-03-03 Fully revised and expanded for the first time in a decade this is Guy Kawasaki s classic bestselling guide to launching and making your new product service or idea a success Whether you re an aspiring entrepreneur small business owner intrapreneur or not for profit leader there s no shortage of advice on topics such as innovating recruiting fund raising and branding In fact there are so many books articles websites blogs webinars and conferences that many startups get paralyzed or they focus on the wrong priorities and go broke before they succeed The Art of the Start 2 0 solves that problem by distilling Guy Kawasaki s decades of experience as one of the most hardworking and

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