

WATCH A DEMO



## Product Demo Experience: Enhancing User Engagement and Conversion

You can have the best demo out there, but it won't do any good if your buyers don't see it. Use these five tips to create a product demo experience that enhances user engagement and converts casual browsers into qualified leads.

### Ditch the "Request a Demo" Button

**Buyers are tired of jumping through hoops to see a demo.** They know the "Request a Demo" button doesn't get them a demo; it gets them in a marketing nurture where they talk to SDRs, sales reps, and maybe even a sales manager before they ever get to see a demo. Once they request a demo they already begin putting their walls up because they know you're coming for them with BANT questions and wanting to know who the decision maker is.

Replacing your "Request a Demo" button with a "Watch a Demo" button will not only make your customers more satisfied, but it'll help you capture product-qualified leads at 4X the rate of standard landing pages.

Customers come to calls with a deeper understanding of your solution and how it solves their problems, ready to talk specifics sooner. You'll get 3X the engagement while gaining the insights you need about your customers.



## Lead with Product

**Buyers want their B2B experience to be like their B2C experiences.** They want to research a product, see a demo, and test it out. And they want to do it themselves. Buyers only spend 17% of the buying process actively talking with vendors, and you better believe that number would be smaller if they had the choice.

Getting your product in front of the customer is more critical than ever. Using interactive product demos to let buyers try the product without having to build them their own sandbox is a win-win.

Customers get a product demo on their terms, and you get data indicating stakeholder interests and building deal momentum. Combining these product demo experiences with interactive video demos to connect key value propositions to the problems buyers need solving.

## Let Buyers Qualify Themselves

**Don't waste sales and presales resources on leads that aren't qualified.** Have buyers qualify themselves by watching demos before their first call. Many reps say this practice makes first calls feel like second or third calls.

Requiring buyers to pre-qualify with a video demonstration eliminates unqualified or unnecessary demos freeing your SEs to focus on deep technical demos.

It also helps your champion advocate for your solution internally. Sharable demos of the product ensure your champion shares accurate talking points and uncovers additional stakeholders that wouldn't surface until later in a more traditional sales process.



## Help Resellers Sell How You Would

**Are the resellers your organization contacts working at their full potential?** If you haven't enabled them properly, there's no way they can!

Resellers are a great resource, but working with them can be tricky because they often work with multiple vendors. Product tour software makes it so they can sell your solution the way you would.

Once your channel partners are armed with intelligent demo automation, all they have to do is share video demos from your demo library. This makes your solution the easiest one to sell and the fastest path to revenue for you both.

## Expand Deals After Buying

**Don't leave your customers hanging after they've signed the deal.** Retention and growth depend on how new customers are onboarded and guided through implementation.

Avoid buyer regret by providing comprehensive training and onboarding sessions with product tour software. Customers learn how to use the product at their own pace, and you open the door for further deal expansion in the future.

When you create a product demo experience that goes through the entire customer lifecycle, you build a long-lasting relationship of trust with buyers. If you want more ways to create a product demo experience that goes through the entire customer lifecycle, check out our blog, research, or even your own custom demo.