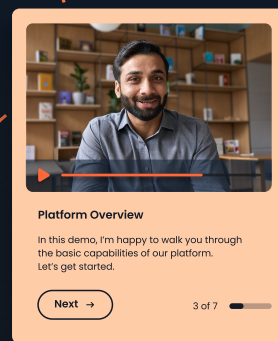


Choose the Right Product Tour Software For Your Business



Getting customers access to your product can make a Product-Led Growth (PLG) strategy tricky, but Product Tour Software can make it easier. Use this checklist while evaluating tools to ensure they'll fit your needs.

Before you select an interactive demonstration tool, first determine your goals for the whole organization, then go through the same exercise with each department that will use the tool. We recommend interfacing with Sales, Presales, Marketing, and Customer Success to account for all potential use cases. Once you've determined the goals that are most important, somewhat important, and not important, verify that the tool you're reviewing has those abilities.

Whole organization:	Most important	Somewhat important	Not important	Does this software have this ability?
Inform and educate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Replace product sandboxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Replicate all product functionality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generate more leads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deliver repetitive intro demos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide relevant product experiences at scale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sales:

Assert a strong business case	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demonstrate commitment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease the pain of closing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instill confidence in your product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Presales:	Most important	Somewhat important	Not important	Does this software have this ability?
Facilitate discovery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assist consulting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage competitive comparison	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Foster deeper learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Replace low-value activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing:				
Generate pipeline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provide early qualification	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deliver high-level learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showcase authentic product experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer Success:				
Expedite onboarding and implementation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create relevant and contextual guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pave the way for expansion and renewal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>