

36 MEANINGFUL QUESTIONS TO ASK DURING YOUR DEMO

Engage your audience & gain valuable insights asking the right questions in any given situation



Meaningful questions after presenting a solution/feature

- How are you currently solving this?
- How does your team currently handle [specific task] and how could our software improve that process?
- How is this different from what you are doing today?
- Can you walk me through how you are doing this at the moment?
- What else have you tried?
- Can you tell me about other solutions you've tested in the past? What worked and what didn't?
- What features or capabilities were you hoping to find in those alternatives that were missing?
- How often does [specific problem or task] come up in your work? Daily, weekly, less frequently?
- How do you envision your team using this?
- Could you describe a typical scenario in which your team would use our software?
- Why haven't you changed already?

Meaningful questions after receiving a feature request

- What would this feature allow you to do?
- Why do you bother?
- How are you dealing with this now?
- What else have you tried?
- How important is this to you?
- Why do you want that?
- How are you coping without it?
- Do you think we should push back the launch to add that feature, or is it something we could do later?

Meaningful questions if there is a lack of engagement

- I sense some hesitations or uncertainties. Do you have any concerns?
- I noticed that the demo doesn't seem to resonate as expected. Can you provide some feedback on what's missing for you?
- What were you hoping to see in this demonstration that we haven't covered?
- It seems like this didn't click as much as I thought it would. Where'd I miss the mark?

Meaningful questions when they seem intrigued or surprised

- That seems to really bug you — is there a story?
- You seem pretty excited about that — it's a big deal?
- I noticed that you seemed interested in this feature. Could you share what specifically caught your attention?
- Was there a particular part of the demo that struck a chord with you? Why?
- How does what you've seen so far align or conflict with your expectations?
- It seems like this you were most interested in XYZ. Can you help me better understand why?

Meaningful questions to end your demo

- Was there a particular part of the demo that struck a chord with you? Why?
- How does what you've seen so far align or conflict with your expectations?
- It seems like this you were most interested in XYZ. Can you help me better understand why?
- Are there any particular concerns or obstacles preventing you from adopting a new solution?
- What kind of factors would make it worthwhile for you to make a change?
- How does the cost of changing to a new solution compare to the cost of maintaining the status quo for you?
- Are there any concerns or questions that we haven't addressed that you would like to bring up?

How to spot bad questions 🙄

- Would you ever...?
- Do you ever...?
- Do you think you...?
- Could you see yourself...?
- How do you envision...?
- Does this make sense to you?
- Does this resonate with you?
- Could you see yourself using this?

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Meaningful questions to **conclude your demo**

- Was there a particular part of the demo that struck a chord with you? Why?
- How does what you've seen so far align or conflict with your expectations?
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How to spot **bad** questions 🧠

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- Do you ever..?
- Do you think you..?
- Could you see yourself..?
- How do you envision..?