

54 MEANINGFUL QUESTIONS (NOT) TO ASK DURING YOUR DEMO

Engage your audience & gain valuable insights asking the right questions at the right time

After Presenting a Feature

- How are you currently solving this?
- Is this what you had in mind?
- How does your team currently handle [specific task]?
- 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 were you hoping to find in those alternatives that were missing?
- How often does [specific problem or task] come up in your work?
- Could you describe a typical scenario in which your team would use our software?
- Why haven't you changed already?

When Receiving a Feature Request

- What would this feature allow you to do?
- Why do you bother?
- Can you describe a specific situation where you would use this feature?
- How does this feature align with your overall goals or objectives?
- 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?

When Your Audience is Asleep / Disengaged

- 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?
- Is this not what you had in mind?

When Your Audience is Excited

- That seems to relate closely to you — is there a story?
- You seem pretty excited about that — it's a big deal?
- It seems this part of the presentation really resonated with you. What makes it stand out for you?
- I noticed that you seemed interested in this feature. Could you share what 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 you were most interested in XYZ. Can you help me better understand why?

When Concluding your Demo

- Are there any key team members or decision-makers who should see this demo to move forward?
- Is there anything that stood out to you as particularly beneficial or concerning in our solution?
- How does what you've seen so far align or conflict with your expectations?
- Is there any aspect of the demo that you'd like to revisit or explore in more detail?
- It seems like you were most interested in XYZ. Can you help me understand why?
- Are there any particular concerns preventing you from adopting a new solution?
- What kind of factors would make it worthwhile for you to make a change?

Tough Questions to ask Along the Way

- I understand this problem matters to you, but do others feel the same?
- Is this something your management is really invested in?
- If your boss says no, is this deal dead?
- Let's suppose they say no - what happens next?
- Why wouldn't you just push this to next year?
- Does anything bad happen if we miss your timeline?
- Are there colleagues who may have different ideas about solving this?
- What are other potential solutions to this problem that you are considering?

Stop asking

- Would you ever...?
- Do you ever...?
- Do you think you...?
- Could you see yourself...?
- How do you envision...?
- Does that make sense to you?



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