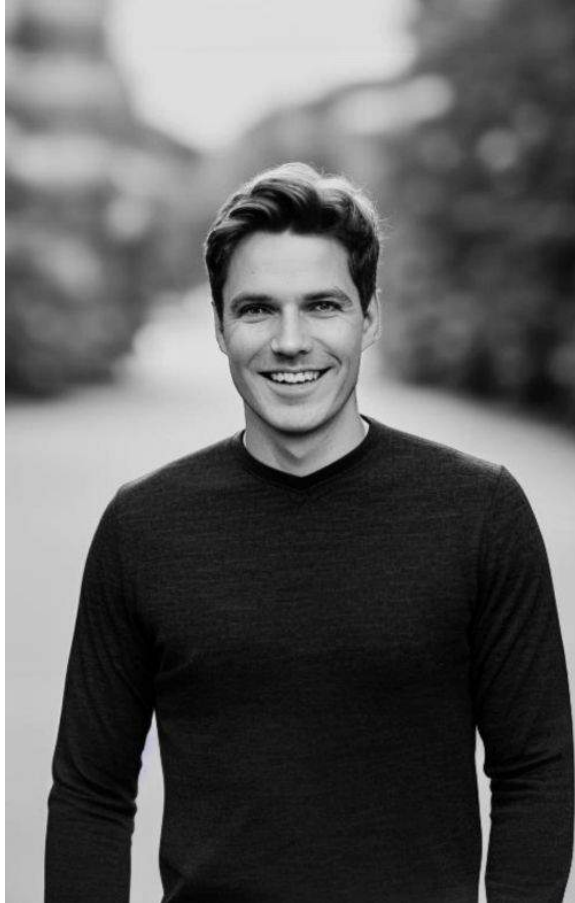


**PRESALES
ROCKS.TARS**

Bad and Better Demo Questions for More Meaningful Conversations

Max Lüpertz @ Presales Rockstars

MAX WHO?!



PRESALES ROCKS.TARS

Enabling (pre-) sales and solution engineers to become the unfair advantage of their organisation.

YES - THERE ARE BAD QUESTIONS!





Learning #1

**MEANINGFUL
QUESTIONS GIVE YOU
MEANINGFUL INSIGHTS!**

3AM AT NEW YEAR'S EVE 2022/23...

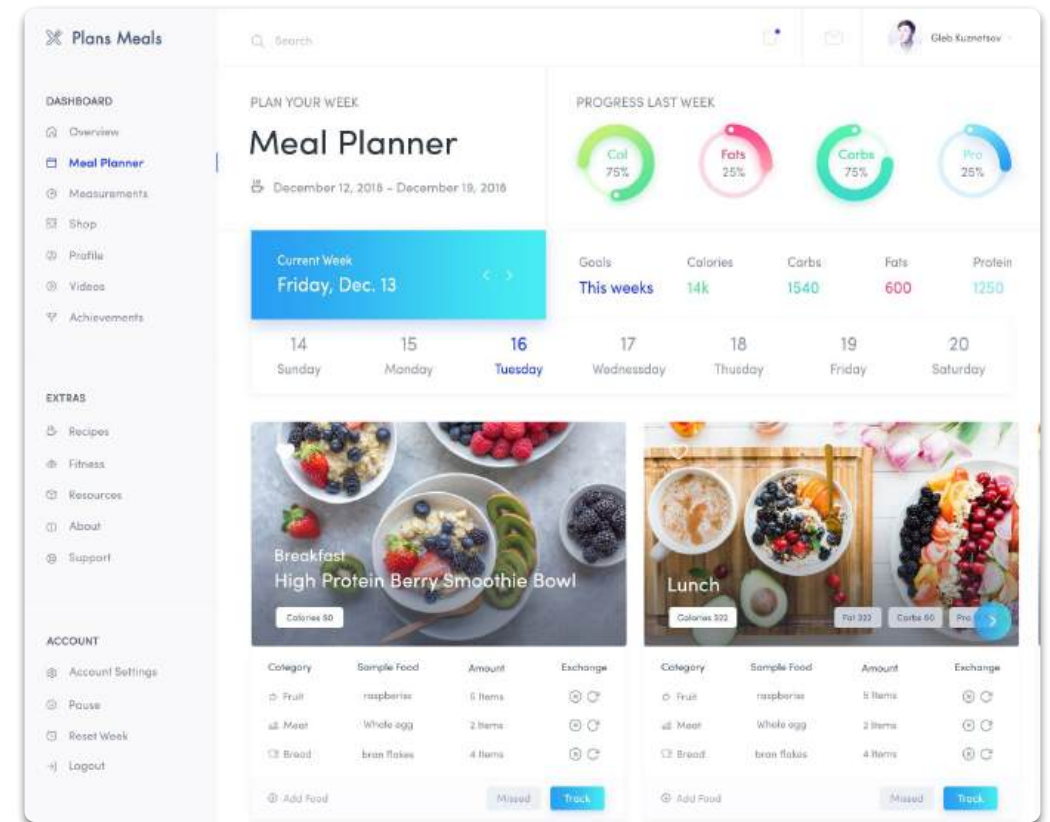


I'm gonna run a marathon in four months' time!

And I'm going to run sub 3:45h! 🏃

Do you think it is
beneficial for
your performance
to eat healthy?

Would you eat
more vegetables, if
this would improve
your performance?



I DO EAT MY VEGGIES! 🥦

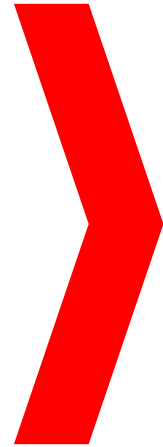
BUT I'M ALWAYS FEELING

'SNACKISH'!



Learning #2

**HYPOTHETICAL
QUESTIONS LEAD TO
HYPOTHETICAL
ANSWERS.**



**FALSE
POSITIVES**

**PLUS, WE ARE
REALLY BAD AT
MAKING FUTURE
PROMISES!**

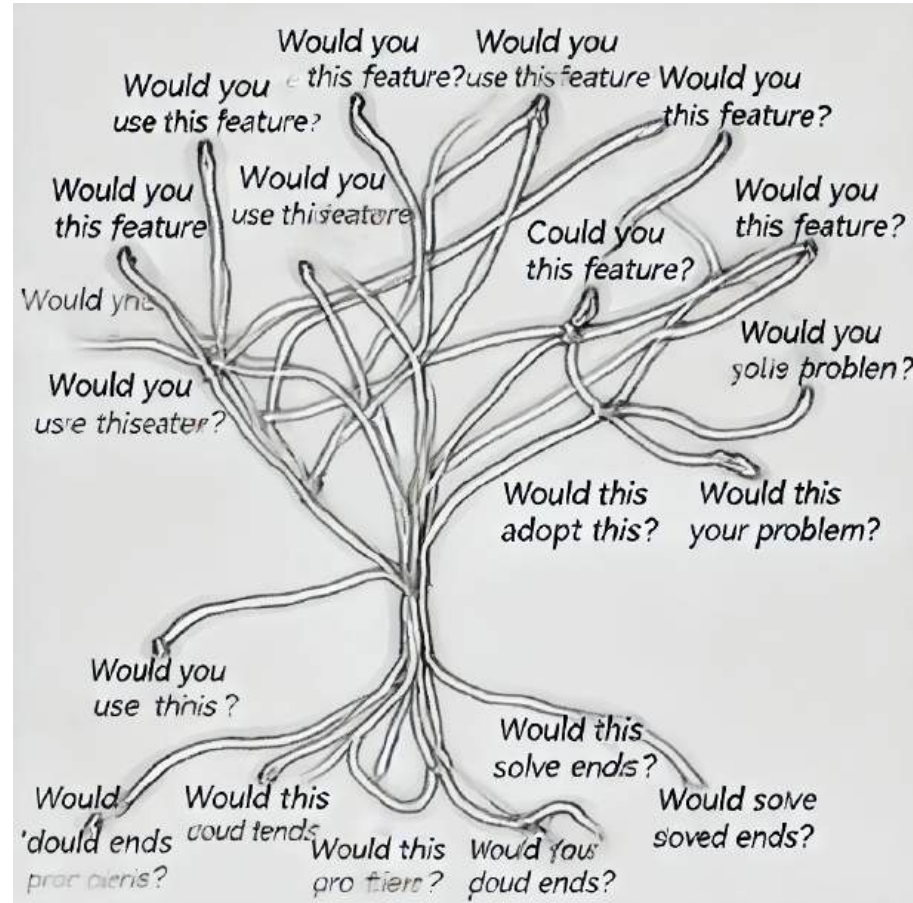


PREALES ≠ FORTUNE TELLING!



- ✗ Would you ever..?
- ✗ Do you ever..?
- ✗ How would..?
- ✗ Could you see yourself..?
- ✗ How do you envision..?

WITH EVERY 'WOULD/COULD' YOU DIVERGE FROM REALITY



What is your
current diet like?

What else
have you
tried?

Why isn't
that working
for your
goals?

When was the
last time this
happened?



BASED ON HYPOTHETICALS

Here is a solution that
helps you eat more
veggies!

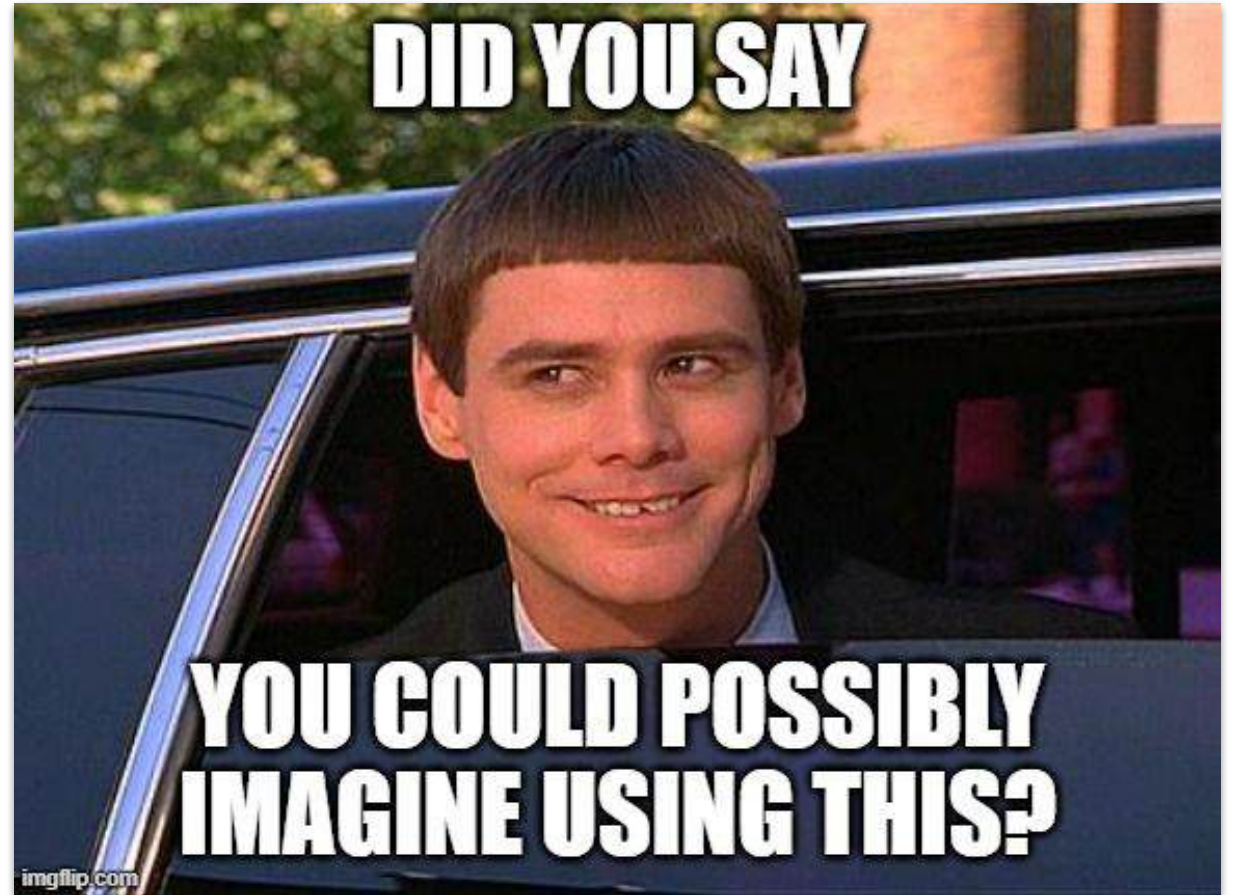
BASED ON FACTS

Here are healthy and
convenient snacks to
stay fit (while traveling)!



Learning #3

**BEWARE OF
COMPLIMENTS -
THEY CAN MAKE YOU
BLIND**



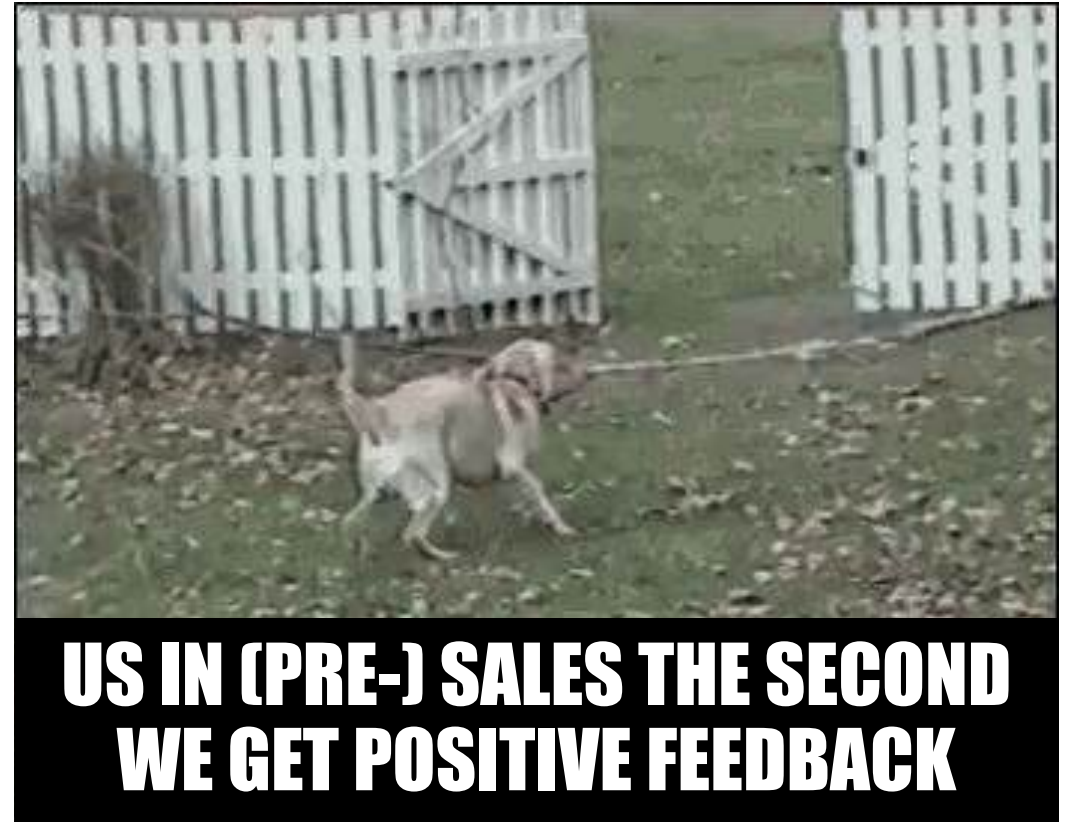
COMPLIMENTS LEAD US TO FALSE CONCLUSIONS

You: Do you think this feature is helpful?

Prospect : Yeah, this looks great! Really interesting concept.

You: That's great to hear! 🙌

Sales : When proposal?! 💰



DEFLECT COMPLIMENTS & GO DEEPER

You: Do you think this feature is helpful?

Prospect : Yeah, this looks great! Really interesting concept.

You: That's great to hear!

Can you walk me through how
you're solving this problem today?

Prospect : To be honest - I never
thought about this in the first place.

Not an issue!



Learning #4

**ASKING FOR OPINIONS CAN LEAD
TO BIASED ANSWERS!**

DON'T TRUST OPINIONS; TRUST BEHAVIORS

When you ask people for their opinions, they might tell you what they think you want to hear.

Or what they think they would do.

But that often doesn't align with what they actually do in real life.

What's more valuable is understanding their past actions and current pain points.



I could quit anytime I want

Learning #5

**REAL CUSTOMER INSIGHTS
COME FROM WHAT THEY'VE
DONE.**

**NOT WHAT THEY THINK THEY'D
DO.**

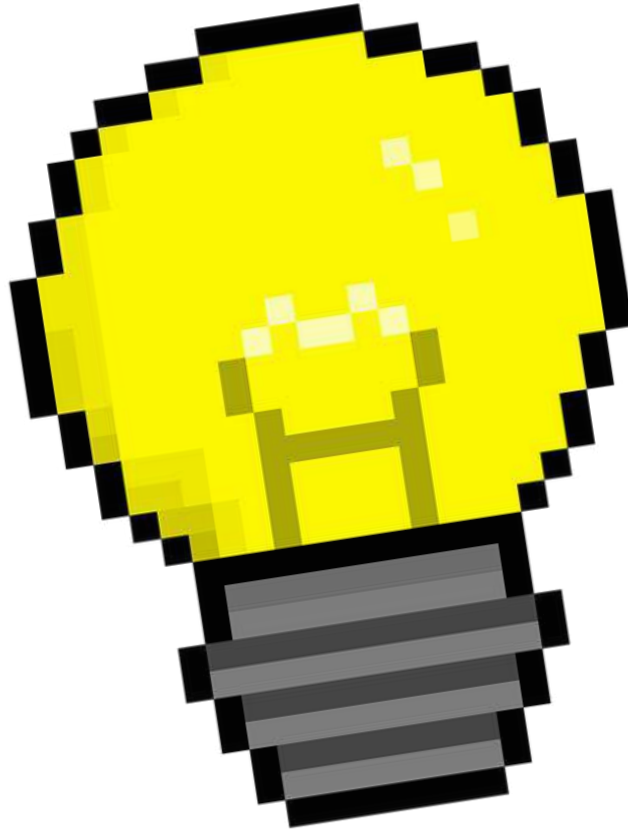


BAD: AFTER PRESENTING A FEATURE



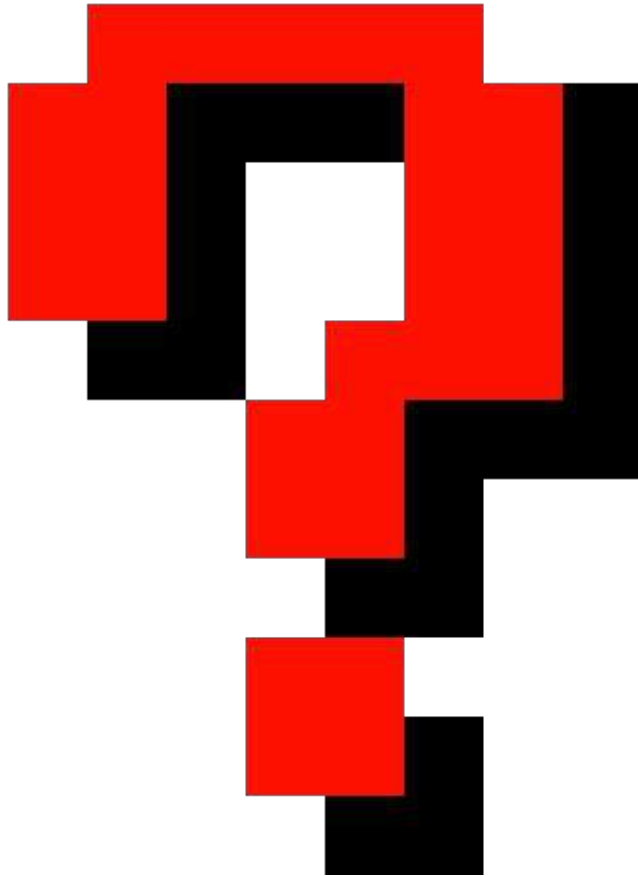
- ✗ Does this make sense to you?
- ✗ How would your situation change if you'd use this?
- ✗ Do you think this feature will help do XYZ?
- ✗ Do you envision your team using this?
- ✗ How do you feel this could impact your team's productivity?

BETTER: AFTER PRESENTING A FEATURE



- ✓ How are you currently solving this problem?
- ✓ How is this different from what you are doing today?
- ✓ What else have you tried?
- ✓ What worked and what didn't?
- ✓ Why haven't you changed already?

RECEIVING A FEATURE REQUEST



- ✓ How are you dealing with this now?
- ✓ What would this feature allow you to do?
(okayish hypothetical one - if you ask good follow up!)
- ✓ Why do you bother?
- ✓ Do you think we should push back the launch to add that feature, or is it something we could do later?

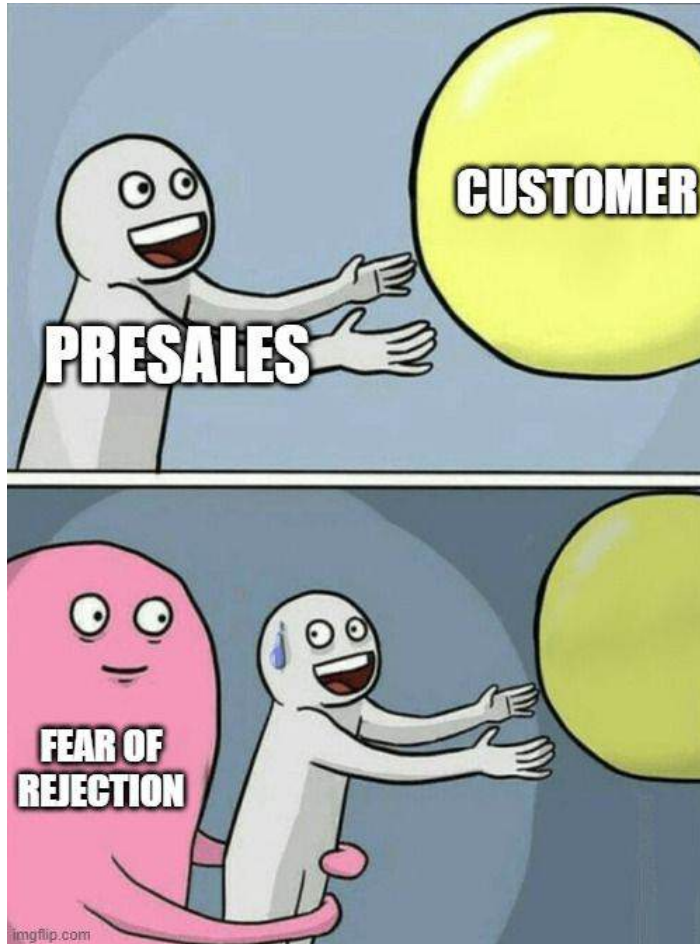
Learning #6

**DON'T FEAR ASKING FOR THE
'NO'.**

**IT'S THE KEY TO UNCOVERING
REAL OBJECTIONS.**



FEAR OF REJECTION



In (Pre-) Sales we often fear getting any form of rejection.

As a result, we frame questions in ways that lead to positive responses.

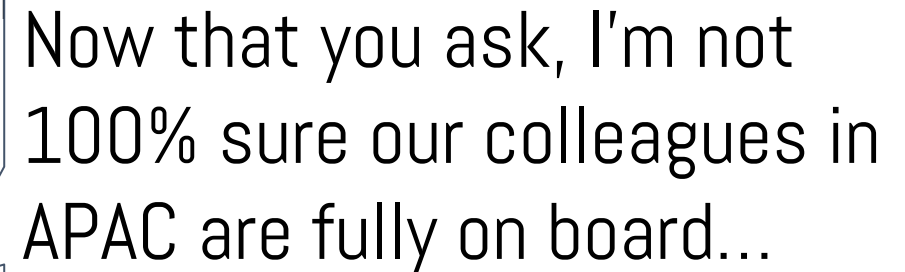
But avoiding rejection means we're **avoiding objections** that could help us win the deal.

PUSH FOR THE NO

Sometimes, we need to invite the no to **bring objections to the surface** .

This helps us understand what's really blocking the deal and address issues proactively.

You don't want to hear "yes" if it's not real.



Now that you ask, I'm not 100% sure our colleagues in APAC are fully on board...

POWERFUL QUESTION EXAMPLES



- ✓ Is this something your management is really invested in?
- ✓ If your boss says no, is this deal dead?
- ✓ I understand this problem matter to you, but to others feel the same?
- ✓ Are there colleagues who may have different ideas about solving this?
- ✓ Does anything bad happen if we miss your timeline?

CUSTOMERS READ REVIEWS - ADDRESS CONCERNS PROACTIVELY

★★★★★ Oct 01, 2024

"Marvelous productivity and app integration with

What do you like best about Salesforce Sales Cloud?

Most parts are intuitive, making it easy for anyone to get the hang of it quickly. Implementation and a supportive community. The customer support experience is exceptional, and the AI integration, and customizable dashboards can boost productivity and adapt to a variety of many other apps and services, making it a versatile tool for any business.

What do you dislike about Salesforce Sales Cloud?

I've found its complexity and steep learning curve a bit challenging, requiring significant training and time. Slow speeds and occasional downtime, have disrupted our operations, especially when dealing with large datasets. The user interface feels somewhat overwhelming, making it difficult to navigate and find what I need. Additionally, the standard reports and dashboards lack the customization needed for more advanced reporting in some cases.

Out of curiosity - did you check any reviews? Any questions or concerns you have about what you read that we can address together?

BAD VS BETTER QUESTIONS

Bad Questions

Ask for opinions and future actions

Invite hypothetical, vague responses

Only fish for approval and compliments

Put (your) words into your customer's mouth

Better Questions

Ask for insights about the current state

Invite **negative** feedback

Deflect compliments and proactively invite objections

Let your customers share their real thoughts and concerns

SUMMARY

Learning #1

**MEANINGFUL QUESTIONS GIVE YOU
MEANINGFUL INSIGHTS.**

Learning #2

**HYPOTHETICAL QUESTIONS LEAD TO
HYPOTHETICAL ANSWERS.**

Learning #3

**BEWARE OF COMPLIMENTS - THEY
CAN MAKE YOU BLIND.**

Learning #4

**ASKING FOR OPINIONS CAN LEAD TO
BIASED ANSWERS ..**

Learning #5

**REAL CUSTOMER INSIGHTS COME
FROM WHAT THEY HAVE DONE - NOT
WHAT THEY THINK THEY WOULD DO.**

Learning #6

**GETTING TO 'NO' IS KEY TO UNCOVER
REAL OBJECTIONS.**

GET YOUR FREE CHEAT SHEET



<https://presales.rocks/demofest>

40 MEANINGFUL QUESTIONS TO ASK DURING YOUR DEMO

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

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 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?
- 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.
- I noticed that you seemed interested in this feature. Can you share your attention?
- Was there a particular part of the demo that struck a chord with you?
- How does what you've seen so far align or conflict with your current situation?
- It seems like you were most interested in XYZ. Can you tell me more about that?

When Concluding your Demo

- Are there any key team members or decision makers we should follow up with?
- Is there anything that stood out to you as particularly interesting or useful?
- How does what you've seen so far align or conflict with your current situation?
- Is there any aspect of the demo that you'd like to revisit?
- It seems like you were most interested in XYZ. Can you tell me more about that?
- Are there any particular concerns or obstacles preventing you from moving forward?
- What kind of factors would make it worthwhile for you to consider our solution?
- How does the cost of changing to a new solution compare to the current solution for you?
- Are there any concerns or questions that we haven't addressed?

Don't Use!

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

