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Just F\*ing Demo (Book Summary) 1. HELP SET A GREAT AGENDA: YOU-THEY-YOU. A good agenda is the key to all good product demos. You are leading them down... 2. THE 5 MINUTE DISCOVERY. Before determining what YOU are going to demo or what YOU want from the conversation, you... 3. FAST FORWARD TO THE ...

Just F\*ing Demo (Book Summary) - SellingSherpa

In Just F\*Ing Demo!, Rob Falcone outlines the tactics that help him lead clear, relevant demos, and exceed revenue generation goals quarter after quarter. This intentionally brief book will teach readers: How to structure a demo; How to ask questions that uncover what your audience truly cares about; How to translate audience needs into a flow that is extremely easy to follow; How to use simple but powerful interpersonal tactics within the demo itself.

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Making matters worse, those leading the demos can rarely afford to spend months at a time figuring out how to improve their success rates. In Just F\*ing Demo!, Rob Falcone outlines the tactics that helped him overcome these challenges, lead clear, relevant demos, and exceed revenue generation goals quarter after quarter.

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In Just F\*ing Demo!, Rob Falcone outlines the tactics that helped him overcome these challenges, lead clear, relevant demos, and exceed revenue generation goals quarter after quarter. The book will teach readers: - How to structure a demo; - How to ask questions that uncover what your audience truly cares about;

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His book Just F\*ing Demo! outlines tactics to help sellers lead clear, relevant demos, and exceed revenue generation goals quarter after quarter. Rob recently shared three tips for

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evaluating demos on the Guru blog, and he and I decided to dive deeper into the art of the demo during a dedicated webinar.

Just F\*ing Demo: Webinar Recap - get Guru

In 2014, Rob authored Just F\*ing Demo!, a short, tactical guide for leading effective demos, which peaked at #1 on Amazon's Sales Presentation bestseller list. Want to learn more about Guru? [Request a Demo below](#)      [Find us on Social](#)

NOTE - This book is intentionally brief (40 pages), aimed at a reader with minimal free time looking to immediately improve their demo. Why do so many demos of revolutionary, game-changing products end with confused investors, overwhelmed buyers, and lost dollars? People leading demos are being forced to fit an ever-expanding feature set into their audience's ever-shrinking attention span. Making matters worse, those leading the demos can rarely afford to spend months at a time figuring out how to improve their success rates. In Just F\*ing Demo!, Rob Falcone outlines the tactics that helped him overcome these challenges, lead clear, relevant demos, and exceed revenue generation goals quarter after quarter. The book will teach readers: - How to structure a demo; - How to ask questions that uncover what your audience truly cares about; - How to translate audience needs into a flow

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that is extremely easy to follow; - How to use simple but powerful interpersonal tactics within the demo itself. Just F\*Ing Demo! distills Falcone's highly successful training program into an intentionally concise yet impactful read. From the entrepreneur seeking investment to the sales professional chasing a deal, anyone can carve out a few hours, read this book, and immediately make their demos kick ass.

The demonstration or presentation of complex products like technology or medical devices is like leading a person over a treacherous ravine. Throughout a demo or presentation, your prospect wants to run back to the relative safety of their existing world. This book will help you comfortably lead your prospect to your solution and make you the best demonstrator and presenter in your field! Tactics that you will find useful include: \*Identifying and avoiding Demo Crimes \*Winning demo techniques like "Tell-Show-Tell" \*Building a value case for your solution \*Managing your audience and reading their personalities \*Creating winning themes \*Performing differentiating Web demos and presentations \*Conducting high value Discoveries \*Managing your room environment \*Winning teamwork techniques We are an idea company that has built a deep set of actionable techniques and strategies derived from years of working with the most innovative and successful companies in the world. Our clients include Microsoft, SAP, Oracle, IBM, Getinge and many others. We adapted the ideas in this book based upon training thousands of highly paid, highly experienced professional demonstrators and presenters in every region of the world thus making it globally applicable and effective. We understand that the very best ideas are judged by their impact, and our clients validate the impact of our concepts through increased sales effectiveness every day.

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Don't miss out on this opportunity to truly differentiate your products and services.

Have you ever seen a bad software demo ? Peter Cohan helps organizations put the Wow! into their demos to make them crisp, compelling and successful - to get the job done. He has had roles in four corners: technical, product and field marketing (he was banished to Basel, Switzerland for two years for bad behavior); sales and sales management; senior management (he built a business unit up from an empty spreadsheet into a \$30M per year operation); and, in this last role, he has been that most important of all possible entities, a customer Peter Cohan leverages twenty-five years of experience in selling and marketing business software and as a customer. The Great Demo! method comes directly from extensive firsthand experiences in developing and delivering software demonstrations, and in coaching others to achieve surprisingly high success rates with their sales and marketing demos. For more information on demonstration methods, guidelines and tips, explore the author's website at [www.SecondDerivative.com](http://www.SecondDerivative.com) or contact the author directly at [PCohan@SecondDerivative.com](mailto:PCohan@SecondDerivative.com).

This is the no B.S. guide to presenting software like a pro. If you're a SaaS startup founder or sales rep, you'll learn to: Ensure prospects attend your demos Discover why your demos fail to close the deal Better differentiate yourself from competitors Customize your demo to your prospects' needs Improve your demo-win rates Deal with questions and objections during the demo Expertly handle bugs and demo fails Giving successful product demos is not rocket science. Anybody can do it-if you've got the right blueprint.



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The inspiring, life-changing bestseller by the author of LEADERS EAT LAST and TOGETHER IS BETTER. In 2009, Simon Sinek started a movement to help people become more inspired at work, and in turn inspire their colleagues and customers. Since then, millions have been touched by the power of his ideas, including more than 28 million who 've watched his TED Talk based on START WITH WHY -- the third most popular TED video of all time. Sinek starts with a fundamental question: Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. START WITH WHY shows that the leaders who've had the greatest influence in the world all think, act, and communicate the same way -- and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

The process of user-centered innovation: how it can benefit both users and manufacturers and how its emergence will bring changes in business models and in public policy. Innovation is rapidly becoming democratized. Users, aided by improvements in computer and communications technology, increasingly can develop their own new products and services. These innovating users—both individuals and firms—often freely share their innovations with

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others, creating user-innovation communities and a rich intellectual commons. In *Democratizing Innovation*, Eric von Hippel looks closely at this emerging system of user-centered innovation. He explains why and when users find it profitable to develop new products and services for themselves, and why it often pays users to reveal their innovations freely for the use of all. The trend toward democratized innovation can be seen in software and information products—most notably in the free and open-source software movement—but also in physical products. Von Hippel's many examples of user innovation in action range from surgical equipment to surfboards to software security features. He shows that product and service development is concentrated among "lead users," who are ahead on marketplace trends and whose innovations are often commercially attractive. Von Hippel argues that manufacturers should redesign their innovation processes and that they should systematically seek out innovations developed by users. He points to businesses—the custom semiconductor industry is one example—that have learned to assist user-innovators by providing them with toolkits for developing new products. User innovation has a positive impact on social welfare, and von Hippel proposes that government policies, including R&D subsidies and tax credits, should be realigned to eliminate biases against it. The goal of a democratized user-centered innovation system, says von Hippel, is well worth striving for. An electronic version of this book is available under a Creative Commons license.

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common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in *The Big Book of Conflict-Resolution Games* delivers everything you need to make your workplace more efficient, effective, and engaged.

Winner of the 2010 Non-Fiction National Book Award Patti Smith's evocative, honest and moving coming-of-age story of her extraordinary relationship with the artist Robert Mapplethorpe

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