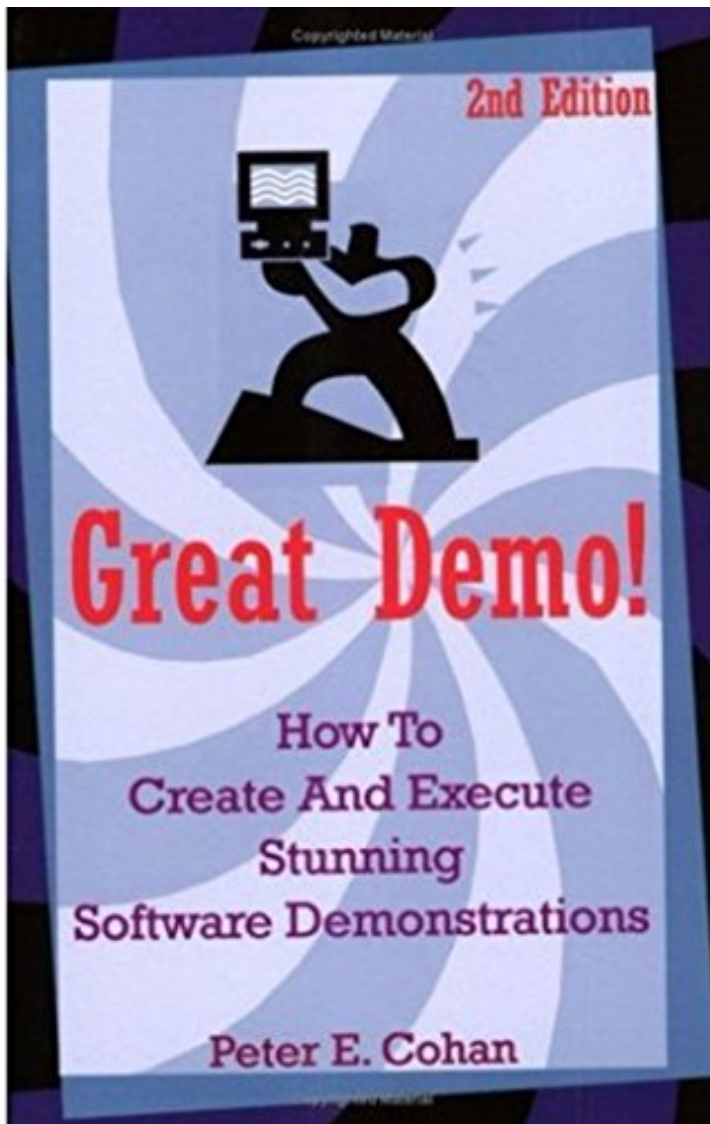


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# Great Demo!: How To Create And Execute Stunning Software Demonstrations (English Edition)



*Par Peter E. Cohan*  
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Prsentation de l'diteurGreat Demo! provides sales and presales staff with a method to dramatically increase their success in closing business through substantially improved software demonstrations. It draws upon the experiences of thousands of demonstrations, both delivered and received from vendors and customers. The distinctive Do the Last Thing First concept generates a Wow! response from customers.The Great Demo! method is presented simply and clearly, and is elaborated more fully in each successive chapter, providing a

rich toolkit for software sales teams. Real-life anecdotes, examples, and axioms offer humorous and effective punctuation. Updated with new best practices, tips and techniques, this second edition now includes a complete chapter on remote demonstrations an area of increased activity and unique challenges. An additional chapter on managing evaluations (for fun and profit) extends the utility of the book to those in sales and management. Presentation de l'auteur Great Demo! provides sales and presales staff with a method to dramatically increase their success in closing business through substantially improved software demonstrations. It draws upon the experiences of thousands of demonstrations, both delivered and received from vendors and customers. The distinctive Do the Last Thing First concept generates a Wow! response from customers. The Great Demo! method is presented simply and clearly, and is elaborated more fully in each successive chapter, providing a rich toolkit for software sales teams. Real-life anecdotes, examples, and axioms offer humorous and effective punctuation. Updated with new best practices, tips and techniques, this second edition now includes a complete chapter on remote demonstrations an area of increased activity and unique challenges. An additional chapter on managing evaluations (for fun and profit) extends the utility of the book to those in sales and management. Biographie de l'auteur 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.