

# Worth Knowing About



Technology panDEMONium!

INSIDE THIS ISSUE



For most of us, seeing is believing, so demonstrating a product or service is a powerful way of showing tangible value. But we've come a long way from the traveling salesman hawking his wares at the fair, haven't we? Sophisticated sales techniques, computer software and digital communication methods have changed all aspects of the corporate "show and tell." Although the means has changed quite dramatically, the message is basically the same – "buy my wares!"

The danger now, with all of our digital bells and whistles, is focusing on the medium at the expense of the message. You've probably endured presentations where the salespeople are obviously more enthralled with what PowerPoint can do than the actual benefits of their products. The same can be said for superfluous use of animation and video on websites.

Technology has provided us with phenomenal tools to communicate the advantages of our "wares." But, it is important to use those tools strategically and not lose sight of the objective ... demonstrating value sufficient to get the sale.

- 1 Technology PanDEMONium!
- 2 DEMO This!
- 3 DEMONstrating Value



480 Somerset St. West  
Ottawa, ON K1R 5J8  
Tel.: 613 234-3410

[www.prosar.com](http://www.prosar.com)

26 Avondale Drive  
Oshawa, ON L1E 2Z2  
Tel.: 905 432-9822



## **DEMO This!**

The notion of a product demonstration has gone through a paradigm shift since the adoption of the Internet. (Yes, there was a time before the Internet, and it really wasn't very long ago.) Product placement in amateur video, uploads to YouTube, email campaigns incorporating Flash

animation ... the idea of a quick-talking, in-your-face, plaid-suited salesman with his hands-on presentation seems ancient. Regardless of the medium, some things haven't changed. A product demonstration is not unlike any other form of marketing, there are a series of steps that should be taken to successfully woo your audience.

Once you're prepared (i.e. you've identified your market and done the necessary research), you can present your demo with E's (ease):

**Engage.** Either you or your information needs to be compelling enough to hold the audience's interest — ideally, both are. Present your information in an entertaining way and add a little showmanship, but keep it real.

**Enrich.** Viewers should be able to gain some knowledge or insight from your presentation. Provide relevant information that is of interest so that your audience views you as a resource.

**Empower.** Give them a sense of ownership over this information. Help them understand how they can use this knowledge.

**Encourage.** Yeah, this is the sales part, but note that the sales schpeel is only a small part of your demo. It is important to ask for the sale, but concentrate most of your demo on creating interest and providing substance.

**Enlist.** Provide the opportunity for your audience to act. Requesting more information, recommending your product/service, or referring prospects — don't assume that the end of your demo is the end of your relationship with the audience. Whether they buy what you're selling, they have invested time in your demo and are probably willing to go further, even if that is simply registering on your website.

## **DEMONstrating Value**

Most intelligent people (and we include all our clients here) aren't simply looking for the cheapest alternative, they are looking for the greatest value. So how do you show your value? It can be quite straightforward when referring to measurable value, such as ROI, an increase in website page views, or greater marketshare — but what about perceived value?

Communicate with your client to understand what is important to them and what their expectations are, and then create meters to gauge the results. Essentially, identify and quantify the less-tangibles to make them measurable. For example, your client may be most concerned about the staff time spent in maintaining their new website. So she may be impressed by the increase in unique site visitors, but dissatisfied with your services because she feels other work is being neglected while staff concentrates on the site. None of your site statistics or market analysis will help you in convincing your client that you've done a great job. ; you'll have to address the issue of site maintenance to fully demonstrate your firm's value.

Another precaution: avoid over-promising. It is often hard not to, as we all want to please our clients. But, you're inflating their expectations and leaving no room for potential delays or hiccups. Delivering on your promises and reaching project objectives is critical to a satisfied and returning client, so don't raise the bar out of reach.

Many clients don't realize what you have to offer, or the depth of knowledge your team possesses, and they won't realize it unless you bring it to their attention. Find ways to show your expertise ... like an informative newsletter maybe!

## **DEMONstrating Love!**



Several of our clients demonstrate their commitment to the community by getting involved with local charities, and we are often happy to assist. PROSAR worked with Treats International Franchising in support of the annual Snowflake Ball (raising funds for the 3C Foundation and CHEO). Treats created a special snowflake cookie which they sold locally and donated the proceeds; we created the stunningly beautiful poster.



Wishing you a  
great 2007!

Sett.  
S. Bordala  
Lynne  
Trigena  
Marlene  
Jan  
Catherine  
Julie

from the PROSAR team!