

FIELD EDITION • FOR AES & SES

Want demos that *convert*? Start here.

For the rep who walks out of the demo thinking it went well — then watches the deal go quiet. **Ten questions. Twenty points.** An honest read on whether your prep is built around the buyer or around the product.

HOW TO SCORE

Answer each of the 10 questions with the option that **most honestly** reflects how you ran your last three demos — not the version you'd give in a QBR. Each answer is worth 0, 1, or 2 points. Add the total. Match it to one of the four tiers on the final page.

0 Default

1 Inconsistent

2 Buyer-led

VOL. 01 • DEMO SERIES

ISSUED • BUYER INTEL ACCELERATOR

GET STARTED WITH A FREE TRIAL

CONTINUED • SECTION I ON NEXT PAGE

10/20

GETBUYERINTEL.AI • 01 / 04



Section I · Prep & Discovery

Q01 – Q05 · 10 PTS AVAILABLE

01

0F 10

How well do you understand which two or three outcomes this specific buyer needs to see before you build the demo?

- ☐ A I rely on the meeting invite and job title to guide what I show. 0 PT
- ☐ B I have general notes from discovery but no clear priority ranking. 1 PT
- ☐ C I have a written list of the buyer's top priorities, confirmed before the demo. 2 PT

02

0F 10

You have 45 minutes and a product that could take four hours to cover. How do you decide what to cut?

- ☐ A I try to cover as much as possible so nothing important gets missed. 0 PT
- ☐ B I follow the standard demo flow and skip lower-tier features if time runs short. 1 PT
- ☐ C I build the agenda around stated priorities and explicitly leave other areas out. 2 PT

03

0F 10

How would you describe the discovery that happened before your last three demos?

- ☐ A Discovery was brief or skipped — the demo was also the discovery call. 0 PT
- ☐ B We had a discovery call but I am not certain it surfaced what this buyer personally cares about. 1 PT
- ☐ C Discovery was thorough — documented pain, stakeholder goals, and the outcome they need to prove internally. 2 PT

04

0F 10

When a prospect asks an off-script question mid-demo, what typically happens?

- ☐ A It throws off my flow and I spend time recovering the sequence. 0 PT
- ☐ B I answer it but sometimes lose track of where I was heading. 1 PT
- ☐ C I treat it as a signal and use it to redirect toward what matters most to them. 2 PT

05

0F 10

How do you handle a group demo where the economic buyer and the end user are both in the room?

- ☐ A I present the same demo regardless of who is in the room. 0 PT
- ☐ B I adjust tone but largely follow the same flow. 1 PT
- ☐ C I deliberately frame different moments for different roles and check in with each throughout. 2 PT



Section II · In-Room & Post-Demo

Q06 – Q10 · 10 PTS AVAILABLE

06

0F 10

Before you enter a demo, how much do you know about what this buyer persona is being asked to prove to their own organization right now?

- ☐ A I know their job title and company but not their internal situation. 0 PT
- ☐ B I have a general sense of their goals based on industry or company stage. 1 PT
- ☐ C I know the specific internal outcome or initiative driving their evaluation. 2 PT

07

0F 10

How much of your last demo was you talking versus the prospect engaging, asking questions, or responding?

- ☐ A I talked more than 70 percent of the time. 0 PT
- ☐ B Roughly 60/40 in my favor. 1 PT
- ☐ C Closer to 50/50 — or the prospect drove significant parts of the conversation. 2 PT

08

0F 10

After a demo where the prospect seemed engaged, how often do you have a clear hypothesis for why they might go dark afterward?

- ☐ A I rarely know — the ghosting catches me off guard. 0 PT
- ☐ B I can sometimes guess based on objections raised, but it is not systematic. 1 PT
- ☐ C I anticipate the most likely objections before the demo and build in moments to surface and address them. 2 PT

09

0F 10

How do you customize the demo environment or data for a specific prospect?

- ☐ A I use the default sample data or a standard sandbox. 0 PT
- ☐ B I manually adjust some records or rename a few fields to reflect their company. 1 PT
- ☐ C I build the demo scenario around a use case that mirrors their actual situation based on discovery. 2 PT

10

0F 10

At the end of your demos, how do you determine whether the prospect saw what they needed to see?

- ☐ A I ask a general question like 'Any questions?' or close with next steps. 0 PT
- ☐ B I check in on a few key features I think mattered most. 1 PT
- ☐ C I return to the buyer's stated priorities from the start and confirm whether each one was addressed. 2 PT

TOTAL YOUR SCORE · SECTION I + SECTION II

/ 20 pts

Your *result.*

FOUR TIERS · 0-20 PTS
FIND YOUR RANGE · READ THE DIAGNOSIS

00 — 06

TIER I

Harbor Tour *Mode*

Your demos cover ground but do not convert because they are not built around what this specific buyer needs to see. You are likely showing everything and trusting that something will land. That approach burns time, loses rooms, and produces post-demo ghosting that is hard to explain.

NEXT → Before your next demo, write down the single internal outcome this buyer needs to prove to their organization. Build the entire agenda around that one thing.

07 — 11

TIER II

Structured but *Underloaded*

You have process, a script, and a solid product story. The problem is your prep stops at structure and does not reach buyer-level context. You know what the product can do but are still guessing at what this buyer actually cares about, which means your best moments may be hitting the wrong targets.

NEXT → Audit your last three discovery calls. Identify whether you can name the top priority each buyer was trying to solve for internally. If you cannot, that is the preparation gap to close first.

12 — 15

TIER III

Converted, *not just impressive*

Your demos are built around the buyer, not the product. You are confirming priorities before you build the agenda, surfacing objections before they stall the deal, and treating demo time as a conversation rather than a presentation. You are likely seeing stronger post-demo momentum than peers at your level.

NEXT → Look at accounts where preparation took the longest. Identify which parts of discovery or persona research you could systematize so you hit this level in under 30 minutes of prep.

16 — 20

TIER IV

Buyer-Led *Demo Operator*

You are running demos where the prospect feels seen before the first screen share. You understand what they need to prove, who else is watching, what objections are coming, and how to structure the conversation so the buyer connects the product to their own situation rather than waiting to be convinced.

NEXT → Document your pre-demo prep framework and introduce it as a team standard in your next deal review. One fewer harbor tour per rep per quarter moves team win rates.

IF YOUR SCORE SHOWED A PREP GAP

The next step is building a buyer intelligence brief **before** your next demo — not after. Buyer Intel Accelerator turns 20 minutes of pre-demo work into a brief that names the outcome, the room, the likely objections, and the moments that matter.

GET STARTED WITH A FREE TRIAL

GetBuyerIntel.ai →