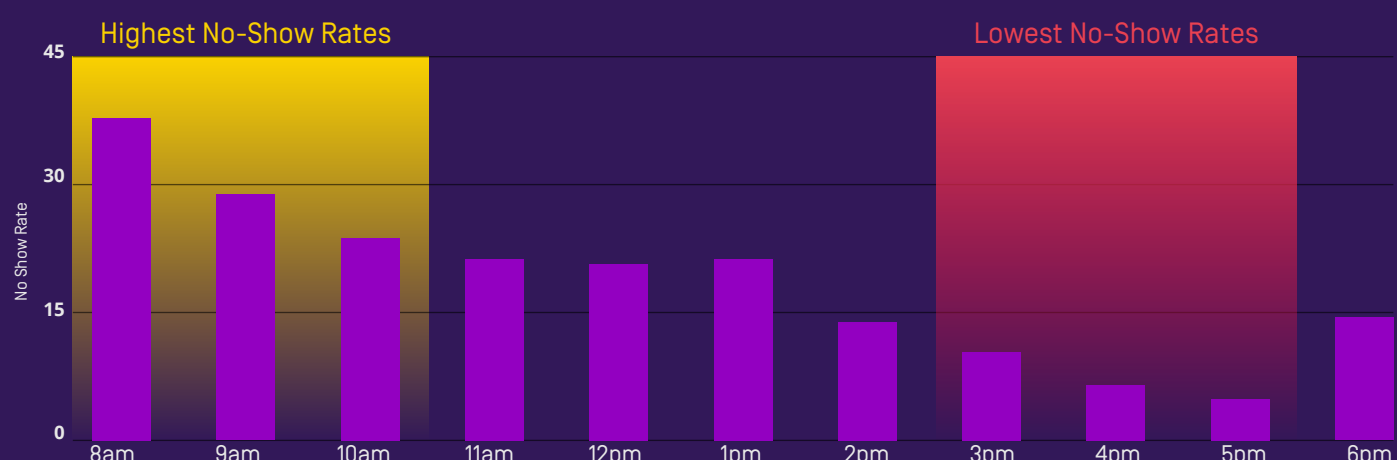


DEMO CALL

Cheat Sheet

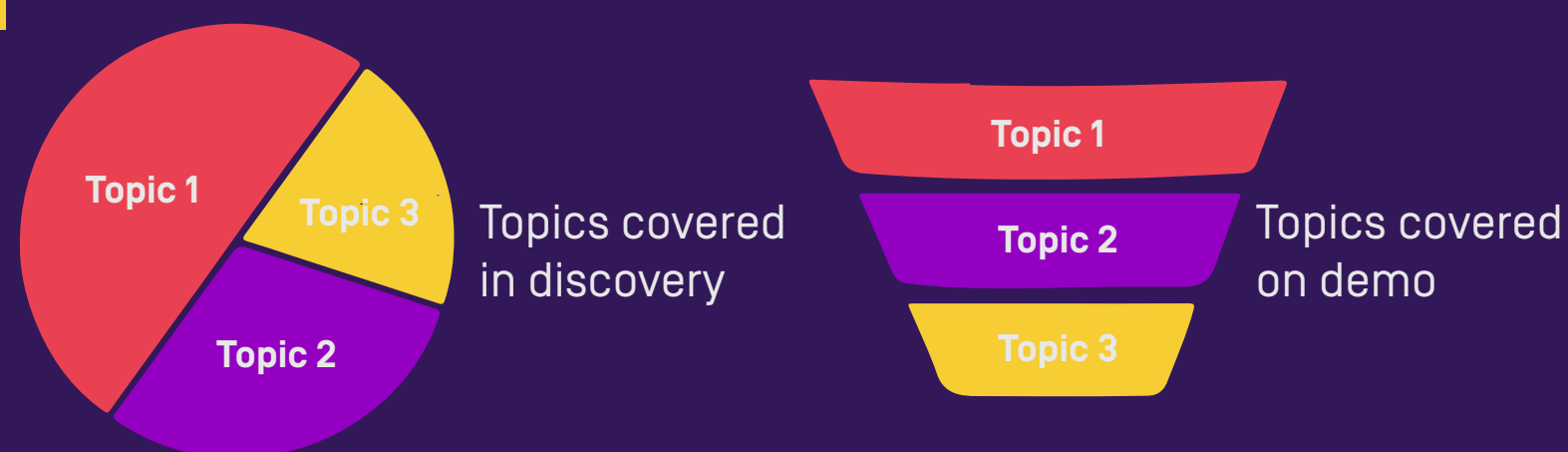
We analyzed **almost 70,000 recorded sales demos** with AI and uncovered the following patterns and trends.

1. Best Time to Schedule



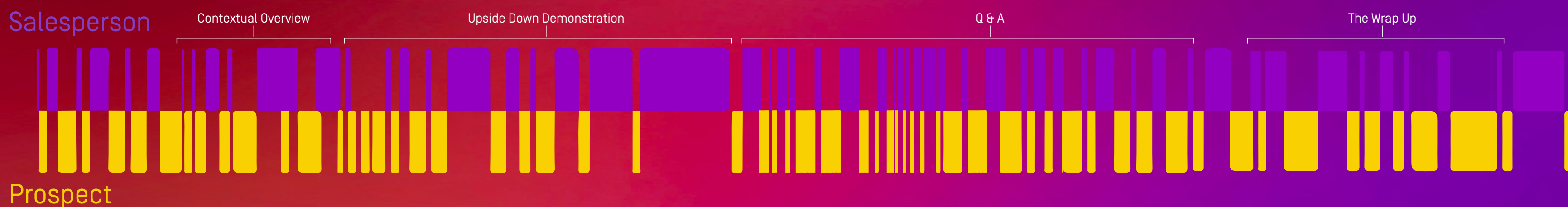
Prospects are far more likely to show up if you schedule the call between **3pm and 5pm** and book a **30 minute slot** instead of 60.

2. Right Topic, Right Time



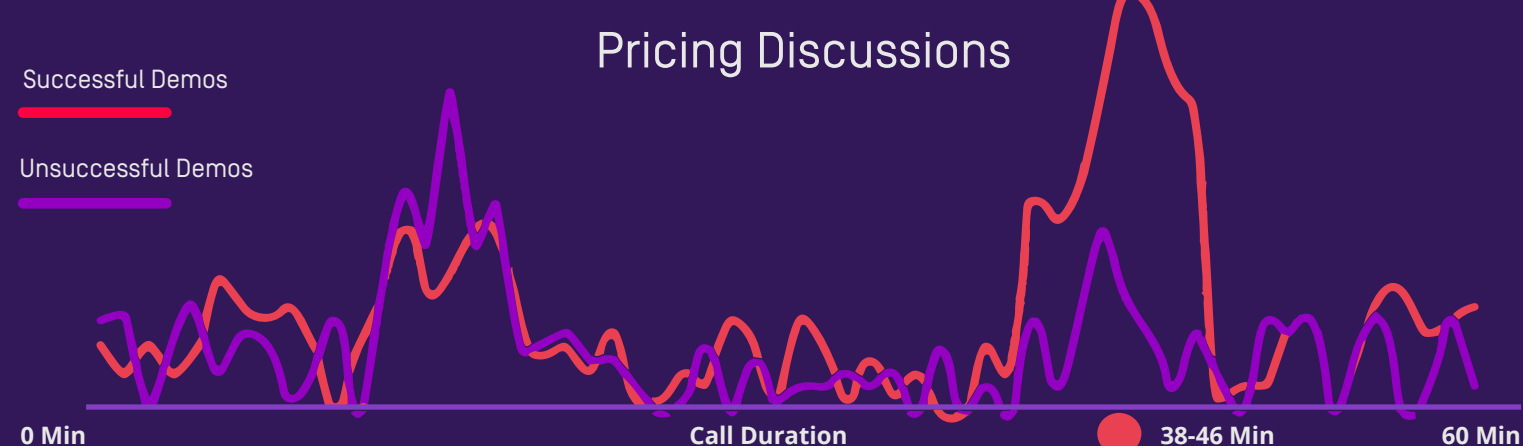
Demos should **match what was discussed in discovery**, with the first point being what you discussed most in-depth during discovery, followed by the next, etc.

3. Structure Your Call



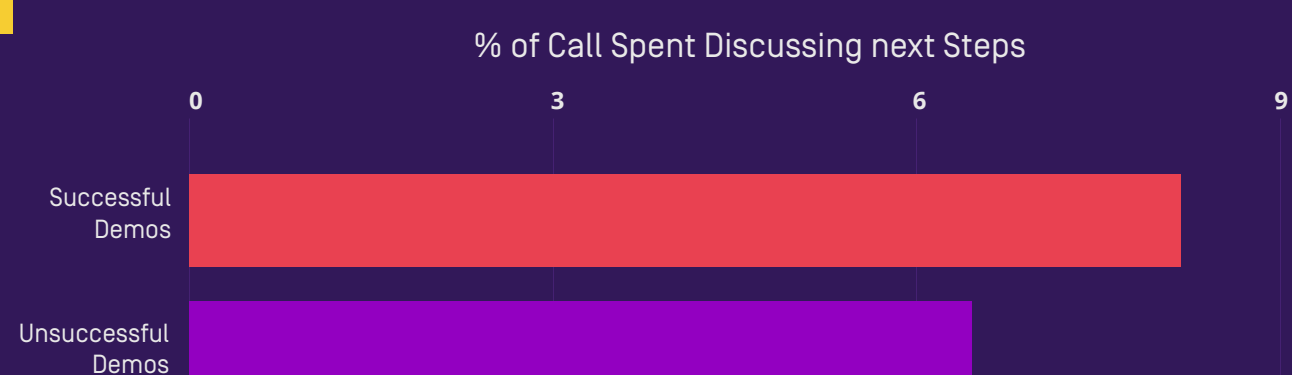
Successful reps approach their demos with a plan and **predefined structure** in mind.

4. Save Pricing for the End



Successful sellers save pricing discussions for the **end of the call**, after they've already established value.

5. Don't Forget Next Steps



Successful reps spend **12.7% more time** (four minutes) scheduling next steps than their unsuccessful peers.