About the facilitator

Inga is a devoted sales specialist. She has a strong background in supporting partners in sales and marketing activities. For more than 15 years Inga was involved in delivering various sales trainings, building business cases for the clients and coaching people how to make successful sales presentations.

About 1ClickFactory

Being a Dynamics solution provider today can be an opportunity or a challenge. Your business is challenged by new business models, technologies, competitors, growth, etc. In all, a constantly changing world difficult to navigate and to create more profitability with less risk and lower investments. 1ClickFactory helps partners efficiently update, deploy, transform, develop, and certify solutions for Microsoft Dynamics. We are the largest provider of Microsoft Azure services for the Dynamics platforms. We lead innovation with services for Dynamics 365 apps and Extensions.

Software Demonstration Skills workshop:

Every software company wants to think that it is the unique features that make them successful. And every customer wants to believe that they make their choices based purely on the 'best' product. Both are wrong. As any industry matures, the products they produce all start to take on the same capabilities. Increasingly, the way the product is packaged, marketed, and sold becomes the differentiator.

Can the way something is presented cause somebody to change their position towards the software dramatically? Probably not, as the overall position will be determined by the software's capabilities. But could the decision be influenced by the way the system was presented? Absolutely.

2-day sales skills-oriented workshop for sales professionals who make software presentations for the clients

The Software Demonstration Skills workshop is the most cost-effective way of providing sales training to individuals and small groups, giving delegates the opportunity to mix with and learn from others who sell in different industries.

The workshop focuses on the delivery elements of a technology presentation and demonstration. Attendees will participate in a number of small group exercises that will provide them with an opportunity to practise the skills they are learning:

- **'Demo Crimes'** and techniques to avoid them. We are likely to commit 'bad habit crimes' during our presentation and demonstrations and this makes us less effective and makes our audience hold back.
- **Successful structure of every demonstration.** The ultimate goal of any software demonstration is to get the audience to recognize the value our solution can provide for their organization. Participants will be introduced to the structure of demonstration that will enable them to build the case for value.
- **Engaging different types of people participating in a demonstration.** Everyone in the room has a slightly different agenda, a different list of 'top pains', and a different means of comprehending what the solution is all about. How to address them all?
- **Visual techniques to support the demonstration.** Managing the attention of the audience is critical for delivering a successful presentation. Participants will be provided with a number of techniques to help a message stick.
- **Demonstrating the solution remotely.** While demonstrating the solution remotely, we have a piece of technology that stands between us and the audience. How does that change the game and how do we deal with it?
- **Audience engaging techniques** to open and close a demo segment delivering value benefits to the audience effectively.

Recommended attendees: Beginning and experienced sales professionals, presales, and consultants who present and demonstrate technology products and services

Expected outcome: Participants should leave the training with a presentation ready to be presented to the customer.

"The time I've spent will provide me many deals. I found the workshop especially valuable because it reflected the real situation of our market". Miroslav Ivanov, Sales Executive, Intelligent Systems Bulgaria Ltd.

"I found the training to be very useful and practical: the methodology taught in the workshop is very simple and you can start applying the techniques learnt right away". Jakub Abram, IT Integro, Poland.

CLICK FACTORY