SaaS Presales Demo Presentation Skills

Public workshop · Live online

Thursday 26 November 2026 · 09:30–14:30 GMT · 4 training hours

NEWSKILZ
GLOBAL CONSULTING



Workshop overview

Build a software demo around the buyer's priorities. Practise a focused workflow, useful questions and a clear next step, with individual feedback and a repeat attempt in a group of up to 4.

Workshop focus

- Choose the buyer and the decision
- Present your focused demonstration
- Handle interruptions and difficult questions
- Take the practice into your next demo

Workshop practice

Each participant presents a 5-minute demo segment while peers act as buyers. Receive feedback on relevance, structure, clarity and engagement. Identify an explanation, question or transition to refine.

Preparation and follow-up

Before the workshop

Complete a short questionnaire and privately submit a short starting-point demo video using approved sample data. Prepare a focused workflow for workshop practice.

Bring your own demo: a working software demonstration you know well and are authorised to share. Have your access and sample data ready before the workshop.

After the workshop

Submit a revised private video of the same demonstration. Receive an individual development report and a 30/60/90-day action plan.

Your report compares the 2 videos using consistent communication criteria: buyer relevance, structure, clarity of value, audience engagement and next steps, alongside observations from workshop practice. Private video assessment is separate from recording the live workshop.

Workshop agenda

09:30–10:00	**Choose the buyer and the decision** Identify what the buyer needs to judge and the priority your demo should address. Select a feedback goal. Separate known buyer information from assumptions and agree what the demonstration can establish. **Your output:** A buyer-focused purpose and 1 personal practice priority.
10:00–10:45	**Build a purposeful workflow** Map a sequence from the buyer's task to approved capability and practical relevance. Draft an opening and screen transitions. Explain what to notice, using sample data and removing detours that distract from the buyer's question. **Your output:** A concise workflow map, opening and screen-transition notes.
10:45–11:30	**Present your focused demonstration** Each participant presents a 5-minute demo segment while peers act as buyers. Receive feedback on relevance, structure, clarity and engagement. Identify an explanation, question or transition to refine. **Your output:** An observed demo attempt and 1 priority for refinement.
11:30–12:30	**Lunch break** Optional 10-minute 1-to-1 video check-in with your facilitator to review feedback and focus your afternoon practice.
12:30–13:15	**Handle interruptions and difficult questions** Practise clarifying a buyer's question, checking which part matters and answering with approved evidence. Work through a request outside the planned workflow or an unresolved technical point. Agree how to involve the right specialist and return to the purpose. **Your output:** A question-response structure and an owned follow-up note.
13:15–14:00	**Refine and repeat the key section** Each participant repeats a selected demo section with a buyer interruption. Review the same communication criteria and check what the buyer can explain. Practise closing with fit, open questions and a next action. **Your output:** A refined demo section and a buyer-focused closing summary.
14:00–14:30	**Take the practice into your next demo** Choose 2 observable actions for an upcoming demonstration, an evidence source and a review date. Prepare the outline for your revised private assessment submission and identify any product facts or permissions to check before using your material. **Your output:** A practical demo action plan and a revised-submission outline.

Free workshop resources

Before your next demo, use the checklist to choose a buyer task to show, check your demo data and rehearse how you'll explain the result.


SaaS Demo Preparation checklist


Free SaaS Demo e-learning

Browse all checklists