



# How to **Drive More Sales** by Giving Modern IT Buyers What They Want

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# Introduction

Today's IT buyers know what they want.

By the time these prospects connect with your sales team, they already understand their own pain points and they've spent time studying your solutions.

They've read about you in the press, opened an email or two from your digital marketing team, heard about you through a colleague, read some online reviews or completed any number of other activities to learn the basics about what you offer.

In fact, [Gartner's CEB](#) says your typical buyer is 57 percent of the way through the buying process *before ever speaking to one of your reps*.

By the time prospects do connect with you, they're often at the consideration or decision stage of the process and ready to see your product in action.

That changes how your team approaches the sales process and pitch, and especially puts pressure on the moment you demonstrate your product.



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# The Traditional Product Demo Doesn't Cut It Anymore

The traditional product demo doesn't cut it anymore – not for the sophisticated B2B buyer. The static information your team might have presented via a PowerPoint, for example, is underwhelming to the buyer who has already consumed a significant number of messages about your product.

More importantly, **a broadcast-style, one-size-fits-all presentation doesn't give your sales team the chance to connect with the customer** by creating a sense of shared understanding and trust.

Richardson notes the importance of that connection in its 2017 research report, "Understanding Selling Challenges":



*"The new customer expectation – regardless of industry – is one of value and trust. As a result, sales success in 2017 and beyond means acting as a true business advisor by delivering value through authentic curiosity, prepared relevancy, and unmatched credibility."*

To meet the new customer expectation and give modern IT buyers what they want, your team needs to be ready to deliver a tailored, interactive demo anytime and anywhere – one that is accessible to all the prospect's stakeholders.

For complex purchases, this can typically amount to more than six people across nearly four different functions, according to CEB.

"Understanding Selling Challenges"  
Report by **Richardson**

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# How Technology Fails Today's Buyers and Sellers

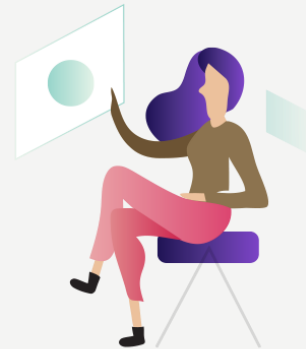
One of your biggest competitors is the status quo. Even your prospects who know they need to make a technology change to meet strategic business goals often loathe to do so.

They're anxious about the unfamiliar and the unexpected.

This reality contributes to the mandate facing your sales team:



**Make it easy for prospects to experience even the most complex technology.**



If your team needs a trailer full of gear and hours of on-site setup to showcase the features and functionality of your technology, the deal is already in jeopardy.

Not only is this process taxing on your team and likely to introduce roadblocks, it has numerous other problems, including the 5 reasons shown next.



**Avi Rembaum, VP, Security Solutions**  
Check Point Software Technologies

“

CloudShare makes it easy for our sales engineers to demonstrate many different Check Point technologies around the world with a simple laptop instead of a rack of equipment.

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# 5 Reasons Your Sales Demo Approach Is Outdated



## It's not scalable.

If your sales team has to dedicate extensive resources to each demo in order to meet modern customer expectations, the number of prospects you can touch is limited.



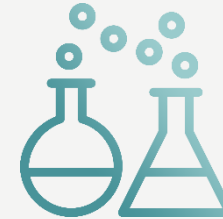
## It requires local IT involvement.

The need to open firewalls or change other system configurations to support demos taxes your prospect, as well. This is not an ideal way to start or nurture a relationship.



## It's difficult to keep sales engineers aligned.

While you need to customize demos based on prospect environments and needs, you also want your SEs showing your most updated versions. Syncing updates is more challenging with outdated demo practices.



## Your prospects can't trial your solution on their own.

If your sales team controls the demo and there's no option to leave it behind for prospects to experiment with, you're missing an opportunity.



## Your sales team doesn't gain insights into customer responses.

The leave-behind demo can provide your team with valuable analytics about how prospects use your solution – or whether they use it at all. With a traditional demo or POC approach, you don't have any visibility into the prospect's side.

# Why Cloud-Based Demos Make Sense for Modern Sellers

One of the areas of concern sellers expressed in the Richardson “Understanding Selling Challenges” report was their ability to add value. Your sales team does not want to be glorified order takers and your customers expect more of them, as well.

Cloud-based demos provide the means to meet that higher level of expectation with quick and easy sharing of complex IT environments online. As opposed to basic WebEx-style offerings, cloud-based demo tools enable extended, hands-on user interaction with dedicated, production-grade replicas of your product, customized for the prospects’ existing IT environments. Your sales team can deliver proof of concepts (PoCs) and demos that support central monitoring and management.

Such cloud-based demos enable your sales engineers to deliver more relevant, insightful demos on demand, and:

- Offer in-person or remote demos
- Connect with prospects cost-effectively
- Scale up to deliver more demos to more prospects
- Maintain consistency with the latest templates and features
- Gain visibility into the PoC status and usage

“Understanding Selling Challenges”  
Report by **Richardson**

“

...beyond delivering value in their solutions, sellers must also create value in the buying experience itself – through relevant insights and ideas.

”



# The Demo Technology Your Sales Team Needs To Succeed

Modern IT buyers want personalized product demos, and they respond best to sales teams that convey value and understanding over features and functionality alone. To meet those expectations, your reps and SEs should treat demos like conversations – ones in which they discover more details about your prospects to customize presentations by highlighting the most relevant features and sharing use cases most likely to influence buying decisions.

CloudShare's cloud-based sales demos and PoCs solution makes that possible, with:



Replication of complex architectures, enabling demonstration of critical features and real-world scenarios



Full customization with relevant industry data, integrations, collateral, logos and colors



Guided sales demos with quick spin-ups of ready-to-use environments



Self-service PoCs or ongoing start/stop demonstrations



Preset lifespans that control costs and speed sales cycles



Integration with Salesforce for increased team productivity

# About CloudShare

Speed up your sales cycle, empower your team and let more prospects experience your product firsthand – with no hardware to ship, software to install or IT support required. Learn more about how CloudShare allows your sales team to give modern IT buyers what they want.

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**paloalto**  
NETWORKS

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