Pre-Demo Checklist

- List all outstanding discovery questions you should cover before the meeting
- List top 3-5 pain areas that the product can address
- Rank the pain points in order of importance to the prospect
- List product modules / features / capability sets that you will through (in the same order as above pain point)
- Check your desktop – ensure the background and files / folders are ok for people to view
- Stop all notifications – Mac, Email, or Messaging / Slack
- Check your browser – only the tabs needed for the demo / meeting should be open
- Check all open applications - only the apps needed for the demo / meeting should be open
- Open the product to the most impressive / the default screen
- Customize the demo environment (if needed)

Post Demo Checklist

- Create call clips from the call recording where you demoed the coolest features / moments most relevant for the prospect
- Send clips to prospects in follow-up email
- Summarize top pain areas as well as how your product addresses them (use above links here)
- Send the follow up email within an hour of the meeting (if possible)
- Include other information they asked for or need at this stage e.g. datasheets, case studies, ROI justification

  (And don't worry, if you forget anything Chorus will always remind you)