Demo skeleton

Fill it in 10 minutes before a first demo: their problem first, the result, three chapters, stop early, one dated next step. Plan for 30 minutes even when the invite says 60.

0-3 MIN	3-6	6-21	21-25	25-30
Play back what you heard	End result first	Three chapters	Stop and sum up	One dated next step

01 The meeting in one sentence

If you can't write it, rewrite the agenda with your rep before you accept the meeting.

This demo succeeds if _____

happens by _____ with this owner: _____

02 Open by playing back what you heard

"You told us... Today I'll show... and leave time for your questions." Get a nod before you share your screen.

You told us _____

Today I'll show _____

03 Show the end result first

People decide whether they care before they want to see how. Setup and admin screens come after, and only if they ask.

The finished result I'll show first: _____

04 Three chapters, one for each problem they named

Write the points before the call. Put your strongest point early. The last column is optional: count the steps out loud as you go.

THE PROBLEM, IN THEIR WORDS	2-3 POINTS TO SHOW	MINUTES	STEPS TODAY → WITH US

Short version of chapter 3, in case you run long: _____

05 Check in after each chapter

Wait for the answer. It tells you what to show next, and what to skip.

"Does this help with _____ the way you hoped?"

06 Stop when it lands

When you see it land (a nod, a lean-in, "oh, nice"), stop adding. Ask: *"That's the core. Want more depth, or the next topic?"*

07 Close with the same words you opened with, then hand back

One concrete next step with a date. Not "we'll circle back." Send the invite before you leave.

Closing line: _____

Hand back to _____ for _____ on _____

08 Leave out today

☐ The full feature tour ☐ The company history slide ☐ Setup screens they didn't ask about

Also skip: _____

Free to share with your team. Please don't resell.