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Demo Skills Assessment – Do It Now

Some people suggest that delivering a terrific demo is an art. While there may be components of creating and presenting demonstrations that are intangible, many other demo skills can (and should!) be measured.

Very simply, how do you know you are doing a good/adequate/terrific job if you don't measure your results?

Multiple measurements done over time provide an understanding of strengths and growth opportunities; and, of course, measurements done by you may often differ from those done by others!

[If you already agree that demo skills assessment is a good thing, you might cast your eyes to end of this article where I offer assessment tools in Excel format for your use.]

I recommend performing an assessment of your current state of practice on a regular basis. A first assessment provides a baseline; subsequent reviews can offer insight into areas of strength or opportunities for improvement.

If you are an Individual Contributor:

- Provides a qualitative/quantitative measurement of your own performance for goal-setting, personal growth and to seek coaching in areas where you can improve.
- In order to compare pre- vs. post-Workshop results, if you plan attend a Great Demo! Workshop.
- In order to compare pre- vs. post-event results, if you plan to attend other related skills training (presentation skills, sales skills, etc.).

If you are a Team Leader:

- Provides qualitative/quantitative measurement for managing performance, goal-setting and coaching of your team – and as a tangible basis for conversations with other members of management.
- In order to compare pre- vs. post-Workshop results, if you plan to provide your team with a Great Demo! Workshop.

- In order to compare pre- vs. post-event results, if you plan to provide your team with other related skills training (presentation skills, sales skills, etc.).

In some organizations, assessments are done on a regular basis (quarterly, for example) and are often tied to quarterly or annual goals and objectives. There are (at least) 5 assessment perspectives worth considering:

- The individual's view of his/her own performance.
- His/her manager's perspective.
- Another member of the selling team's viewpoint.
- A customer's assessment (it is tough to get unvarnished opinions from customers, but terrific when you can!).
- An objective 3rd party deeply skilled in assessing demo skills performance across a broad range of demo types, sales situations, and delivery mechanisms (e.g., me).

You are welcome use my existing Demo Skills Assessment to help “kick-start” your own assessment process. It provides a range of skills and topics rated on a 10 point scale, on either an individual or team basis, in Excel format.

Example “Team” and “Individual” Demo Skills Assessments are available for your use – simply send me an email at PCohan@SecondDerivative.com and I'll send you the files. You are also welcome to edit these Assessments as desired for your own specific situation.

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