



Demo Scorecard

Name:

Date:

Topic:

Purpose:

	1	2	3	4	5	Comments
Prework						
Requirements Discovery						
Environmental Preparation						
Demo						
Introduction						
Summarize Requirements						
Start with the End						
Leverage Bounce						
Delivery of the Story (not feature functionality)						
Use of Webcamera						
Audience Engagement						
Verbal (Limited Umms, Positive Inflections..)						
Focus on Main Points						
Objection Handling						
Energy of Speaker						
Controlling the Presentation (Less is more) Limited mouse movement and clicking (good concise flow)						
Conveying Confidence Brief Explanation of How to Achieve Results (How client can achieve what you demoed)						
Clear Call to Action/Next Steps						

What One thing should the speaker work on?