Re/prise

The Definitive Guide to Driving Enterprise Value with Demos

From interactive product tours, to demo libraries, to live demos and beyond—how to accelerate your sales cycle with Reprise
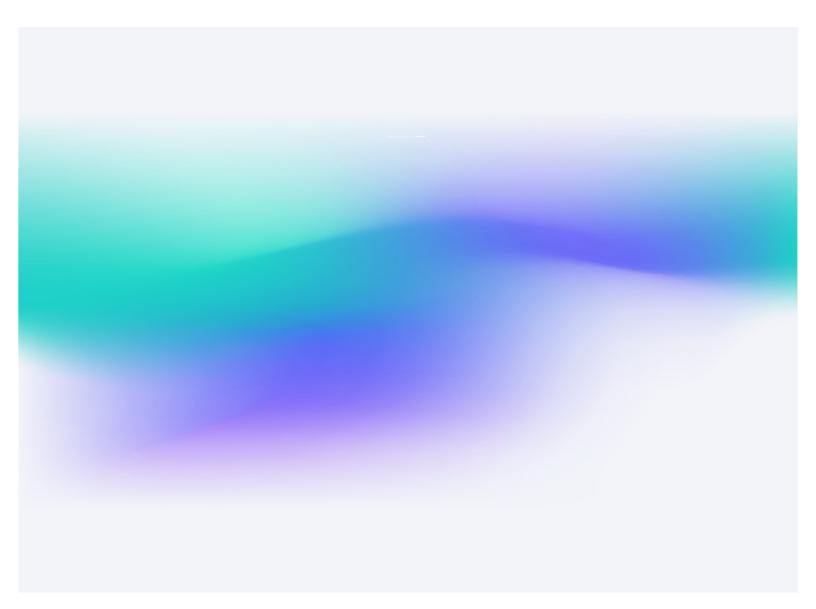
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Introduction

Demos can drive value across many more areas of the business than you might expect. They can be used throughout the buyer's journey to deliver a powerful product experience that meets buyers where they are. In fact, **94% of buyers** said that demos tailored to their specific use case and preferences were important when evaluating different products.

In the past, many presales teams created demos using a homegrown demo environment, or sales teams delivered screenshot-based presentations to prospects. Modern demos are much more interactive and immersive than their predecessors.

Comprehensive demo creation platforms like Reprise make the process much simpler for presales teams and demo users throughout the organization. Now it's possible to create a reusable, scalable demo program that drives efficiency throughout the enterprise sales cycle.

Demos have become even more critical because enterprise buying itself has changed. Customers want to get to product value faster, which means they're more likely to try products for themselves and do their own research. However, for complex enterprise products, free trials and freemium products don't always cut it.

Why? Without a guided experience, it can be hard for prospects to understand your product's value. Free trials often require the prospect to do a lot of work themselves — such as entering their own data into your product — before understanding how it can work for their use case. Enterprise companies can't afford any room for error or frustration; they need to get prospective customers to the "aha moment" ASAP.

Demos aren't just a sales tool – they can be used by multiple stakeholders throughout the organization, in ways that may surprise you. Let's take a look at how top organizations use demos from presales to sales to marketing, to driving product awareness, adoption and expansion. We'll explore how leveraging a demo creation platform can help teams achieve economies of scale previously not accessible with a homegrown demo environment.

What is a demo program?

A demo program is a top-down approach to building, centralizing, sharing, and analyzing your demos. This strategy ensures that your entire sales, presales and marketing team is delivering value for prospects — with the right product story, for the right person, at the right time. It aims to apply organizational structure and governance to the use of demos, helping your presales team amp up their productivity across the board. The ultimate goal is to drive more revenue through the use of scalable, repeatable, and measurable demos.

Demo libraries

What are they?

Demo libraries are a critical part of any demo program. They empower presales teams to scale their resources by providing reusable templates for demo stakeholders and users throughout the organization (including sales and marketing teams).

Presales can create templated demos based on product features, pain points, verticals, sales plays and more. Doing so makes messaging more consistent and avoids having to reinvent the wheel for every demo. Sales teams can do the last mile of customization — including elements such as logos, photos, and text — using no-code tools. This capability enables a custom feel at scale, and reduces the need for presales resources on every first call.

Why use them?

According to the **2024 Presales Landscape Report**, solutions engineers (SEs) spend significant time prepping for demos, a large number of which are purely informational and don't convert. In fact, most SEs surveyed (40%) said a quarter of their weekly demos are unqualified. Nearly a quarter of SEs (23%) say more than half of their weekly demos are unqualified.

Due to resource constraints, SEs are left giving a high volume of standardized, low-converting demos. Demo request volume paired with a corresponding lack of demo customization limits the scalability of sales organizations. However, by using a demo library, Reprise users have experienced a 10x increase in SE capacity. Sales teams are enabled and prepared for a wide range of demo requests, avoiding the last-minute demo scramble.

Demo libraries in action

A cloud-based enterprise software company uses Reprise to centralize demos to support 7,000 sales reps across its global team. Solutions consulting delivers scalable, shared, and customized sales- and SE-led demos for team members to deliver the right demo at the right time.

How Reprise can help

1   Enable SE teams to create pre-customized, ready-to-use demos

2   Organize demos into libraries for specific use cases, verticals, locations, and more

3   Create a single source of truth for demos, that's owned and managed by SEs

4   Give every demo user in your organization access to only the demos or demo folders they need, via role-based access control (RBAC)

5   Empower demo users, such as AEs, to make simple, last-mile customizations for specific prospect interactions

Live sales demos

What are they?

A live sales demo is a demonstration of your product given to a prospect in real-time by your sales team. What that live sales demo looks like varies from company to company.

A modern live demo can look like any of the following demo types:

A demo environment: A demo environment is a self-contained space dedicated to running a demo in a separate, secure environment. This gives you a complete version of your application for demos, down to the code level, enabling you to show the prospect your entire product experience. Taking this step avoids some of the top **demo failure risks**.

Editing capabilities on top of your real product: Instead of reinventing the wheel for every demo, editing capabilities that sit on top of your production application or demo environment can help you customize the finer details of your templated demos (e.g. images and text) for each prospect. As mentioned above, low-code and no-code tools help AEs do this work, without SE involvement.

Screen capture and editing: A great demo creation platform gives you the ability to capture parts of your application to build any type of demo. Editing tools can help with everything from customizing logos and images, to anonymizing data, to organizing your demo with sections and menus, and more.

Why use them?

Today's prospects want a demo that feels, looks, and performs just like your product. The intent of a live sales demo is always the same, to help prospects see the value of your product and bring them closer to the point of purchase.

Incorporating demos into the decision-making process can significantly shorten the sales cycle, sometimes by as much as 50%

The good news is, with a demo creation platform, capturing that product experience isn't as difficult as it used to be.

**Live demos
in action**

A Fortune 50 software company uses Reprise to demonstrate its products for business intelligence, application development, and application connectivity. Thousands of sales reps can customize and deliver interactive demos, for a more personalized customer journey. As a result, the team has experienced greater sales efficiency, improved the prospect experience, and the ability to demo forward-looking product integrations.

**How Reprise
can help**

1   Create a safe, stable demo environment for your team using overlay, capture, or cloning capabilities

2   Templatize your best demo flows and talk tracks so your reps are always ready to go without pulling in engineering resources on every call

3   Genericize your data, then customize by vertical, use case, market segment, and more

4   Tailor your product experience to your audience by creating customized demos for any industry, persona, or use case. Make your product story relevant to your audience

Interactive sales leave-behinds

What are they?

Instead of static sales leave-behinds like PDFs, interactive sales leave-behinds provide a customized product experience for decision-makers. These leave-behinds are reusable, shareable, and ready to be analyzed, providing your team with more intel into buying committee decision-makers.

Why use them?

According to Gartner, the typical buying group for a complex B2B solution involves **six to 10 decision-makers**. These assets enable champions with critical information to give to their buying committee counterparts. A leave-behind helps stakeholders in the buying committee experience and explore product value first hand, even if they were not able to attend the live demo.

They can be customized based on the specific customer's use case or insights from the initial live demo. Using demo analytics, sales teams can get insights that inform follow-ups, including who is looking at the leave-behind and when...to strike while the iron is hot.

How Reprise can help

1 **Show off parts of your product that intrigue your prospects most and empower champions to make the case internally — using the same techniques as an interactive product demo**

2 **Use demo analytics to understand who interacts with your leave-behinds, and what specific features they're interested in**

3 **Discover who is interacting with your demos, and pull data directly into your Salesforce records (via the Reprise Salesforce integration).**

Demo environments

What are they?

A demo environment is a secure, isolated testing area where users can explore and interact with software without affecting the actual production environment. Some sandbox environments may not fully replicate the production environment's complexity, leading to potential discrepancies in behavior or performance. In some cases, setting up and maintaining a separate sandbox environment requires additional resources and management effort.

Why use them?

Users can experiment with features or learn about the software without the risk of disrupting real-world operations or data. A reliable demo environment provides a dedicated space to demo your actual application, so limited functionality doesn't impact the user's experience.

Demo environments in action

As a provider of enterprise cloud services, **Cloudera** needed their product to be more accessible to their everyday prospect, and their field teams needed to customize demos while telling a consistent story at scale. By leveraging the Reprise demo environment, Cloudera allows their prospects to see, feel, and experience their product on a wider scale than ever before. Industry teams can tailor their demos to the unique challenges faced within their sector without losing sight of the overarching Cloudera message. Using Reprise, the company has reduced customer acquisition costs by 75% due to fewer demo environments running.

"Creating scalable and repeatable demos with consistent messaging can be extremely hard to do and Reprise allows us to do that."

Mark Schoeni
Product Manager, Cloudera

How Reprise can help

1 Capture product in a secure demo environment. The Reprise team works closely with SEs to create this self-contained demo environment that will be available for customization

2 Easily anonymize and personalize the product experience

3 Avoid the risks of demoing a live application, such as product updates, downtime or risk of accidentally exposing customer data

4 Enable buyers to experience the full features and interactivity of the application, while receiving a curated, anonymized product experience

7 critical capabilities of a demo creation platform

1 Create a reusable library of live demos and guided demos/product tours for prospects — that can be customized on-demand

2 Build a demo library to give SEs more control over demos, while making it possible to share across teams and scale the use of demos throughout the organization

3 Prioritize security, safety, stability, and reliability — particularly in enterprise environments where data security, anonymization and compliance regulations are critical

4 Connect to a self-contained space dedicated to running a demo

5 Customize your demo as you need, so you can start with a baseline/standardized demo and tailor it to a specific industry, persona or use case

6 Gain access to demo analytics to improve your demo over time, prioritize use cases that get the most traffic on your website, or use this data to trigger specific sales and/or marketing actions

7 Integrate with your sales and marketing stack, or connect via APIs to leverage data within your data lake or data warehouse

Onboarding, adoption, and expansion

What is it?

Guided product tours can showcase new features and best practices and provide interactive elements, such as pop-ups with additional information about features, as customers explore how to use your product. They can be embedded in knowledge base articles, enabling you to create mini how-to tours about specific features. In addition, you can use these guided demos to introduce and educate on new features as they launch. For freemium products, guided tours can encourage customers to convert, by showing them how to use premium features that may be most valuable to them.

Why use them?

Research shows that **86% of customers** will remain loyal when products provide proper onboarding and continuous education. Coaching customers on how to use your product can encourage retention and expansion, by increasing the value and utility of your product to the organization.

How Reprise can help

1   **Build feature or use-case specific demos for educational purposes**

2   **Edit the experience to be relevant to a specific customer or subset of customers**

Top-of-funnel product tours

What are they?

Interactive product tours focus on the most valuable part of your product for customers. They don't require customers to do any work by loading their own data. Prospects can navigate through these demos independently to discover product value. You can drive engagement and conversions by embedding interactive demos on your website and sharing guided product tours with your prospects in marketing materials.

Why use them?

Product tours yield higher conversion rates at the top of the funnel than other marketing website assets. Plus, they enable your sales team to have better conversations with more qualified prospects, since they've already seen key parts of your product.

Customers using Reprise-powered interactive demos at the top of the funnel captured conversions at higher rates. And, using Reprise earlier in the buying process enabled sales reps to tailor demos to prospects' specific needs, which increased the likelihood of converting them to pipeline.

Five places use product tours in marketing

1. On your website homepage to drive conversions

2. On a product page to drive adoption of a specific product and/or feature

3. In email marketing campaigns

4. Embedded within content pieces

5. At events or conferences

60%
uplift in average website interactions converted to leads

50%
increase in average conversion from lead to pipeline

Product tours in action

HR technology company **Hireology** uses product tours built with Reprise to accelerate sales cycles by 50%. At the top of the funnel, Hireology uses the product tours on their website to engage prospects with self-service marketing content, allowing them to self-qualify in or out of a sales process early on – without consuming the sales team's cycles.

Mid-funnel, in addition to presenting live demos, sales teams share guided product tours as leave-behinds to highlight specific features for different audiences and their unique needs. They extend Hireology's reach to a broader circle outside of the core buying committee in order to create wider consensus without needing every stakeholder to participate in every live call or demo. And they're easy to build – Hireology's eight feature-specific leave-behinds were created within a single month.

Across the funnel, every demo makes a bigger impact with consistent delivery and tight messaging.

In addition, **Pendo** – which provides a product experience platform supporting enterprise customers like Morgan Stanley, Verizon Connect, and Cision – needed an easier way to showcase their product and its ability to solve customer problems than spinning up trials. Using Reprise, Pendo's marketing team built a library of product tours that offer prospects a way to experience the product independently.

Their product tour library has been a successful driver of website conversions, serving more than 200,000 views.

The Pendo marketing team also used a product tour to support a recent product launch, which proved to be a top-performing call to action.

In addition to helping marketing make a bigger impact, product tours have improved Pendo's sales team efficiency. Prospects take tours before they're ready for a sales conversation, so they're more qualified once they do engage. See one of **Pendo's product tours here**.

How Reprise can help

1   **Capture the front end of your product, and stitch those parts together to tell the most relevant product story**

2   **Take advantage of advanced editing capabilities to change elements such as dates, text, and images**

3   **Leverage synthetic data / generative AI to verticalize your product tours, making them more relevant to your prospects and even translating them into other languages**

4   **Show off the parts of your product that intrigue your buyer most**

5   **Create custom guided demos segmented by feature, use case, or vertical**

6   **Make tours and demos accessible to your teams by centralizing them in a shareable demo hub**

7   **Understand who interacts with your product tours by leveraging demo analytics, and deliver those insights directly to your sales team for more informed conversations.**

Event or trade show demos

What are they?

These demos enable your team to demonstrate products to large numbers of visitors to a trade show booth or event. Like a live demo, these face-to-face demos are useful for helping customers experience a product, while enabling them to ask the most relevant questions of a salesperson.

Why use them?

Event demos help you demo to many relevant prospects at the same time. With the right platform, teams can skip to the most relevant parts of the product demo in real time, or navigate accurately in case prospects have questions.

Customers who used Reprise-powered demos experienced 75% lower total acquisition cost due to fewer demo environments running, and an 88% reduction in cloud computing costs due to reducing hosting capacity from multiple demo environments.

75%
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88%
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Event demos in action

A multinational technology company uses Reprise to demonstrate its end-to-end portfolio of SaaS solutions at events. The global presales team delivers a library of self-guided and rep-guided demos. Using Reprise, the team grew its capacity to run 200 concurrent customer demos at the largest annual conference, with 20-25,000 attendees.

How Reprise can help

With Reprise, teams are able to deliver live demos and self-service guided demos simultaneously and at scale, such as at conferences and events, without additional SE resources in place to maintain the environment or network connectivity required. Only Reprise demos can be delivered either online or offline. For one customer in the big data analytics category, showing off their capabilities costs them $2,000 a day per demo environment in hosting alone. Now, they simply show a captured version of that demo via Reprise.

The resiliency of Reprise is a differentiator — it can support hundreds of demos at once, or high-stakes demos delivered during an on-stage presentation.

One platform for every demo use case

Now that you've read about a variety of demo use cases, ask yourself: Am I using demos to their fullest extent to drive sales and unlock more value for customers?

Designing an end-to-end demo program with Reprise is easy. Only Reprise gives enterprise teams endless flexibility to adapt to any demo scenario — from live demos to leave-behinds and immersive product tours.

Integrated Platform: Eliminate demo silos across teams. Share and edit seamlessly, ensuring consistent messaging across demos regardless of format.

Centralized Demo Management: Unlock collaboration and efficiency with a library that puts high-performing demos at sales and marketing's fingertips.

Demo Program Analytics: Track demo engagement from initial touchpoints to decision stage, and make data-driven decisions to optimize your entire demo program.

You can leverage a combination of any of the integrated products in the Reprise platform, including:

Reprise Replay™

Enables you to capture your application on demand, and use a simple but powerful suite of editing tools to anonymize, personalize, and add custom content. A powerful plugin library enables advanced features like embedded videos, language translation, and AI integrations

Reprise Replicate™

Create a self-contained environment dedicated to running your demos for powerful, reliable and customized product experiences without any of the risk of traditional sandboxes or demo environments.

Reprise Reveal™

Turns your demo environment into the perfect pitch for any call. Easily customize your live application or templatized demos from a demo library on-demand, with no code required. Reprise Reveal runs on top of Replay or Replicate, as well as on its own.

It's time to expect more from your demos. Tap into their power to accelerate your enterprise buying cycle from awareness to close — and to help ease the customer journey as they adopt new features.

Reprise

Want to explore a little further?

Get a demo of Reprise today ⊙

Reprise