FlexTraining
Powerful Tools
Unlimited Results ™

Overall

These tips are for the situation where you have decided to show a "live" software demo, with you and the prospect signed on to the same URL (your training environment) and using the telephone to communicate. You would normally spend perhaps 20 minutes showing the student menu features, and 30-40 minutes showing the Management Center features. For example, you might show them the Options, Behaviors, and Policies menus in the Management Center, to illustrate how flexible FlexTraining is.

I cases where you are just doing a "mini-demo" – walking them through the multimedia demos at www.flextraining.us/demo - you may need only a quick glance through this document.

Don't go much over an hour. Respect the prospect's time, and realize that they stop absorbing after an hour or so. Any management person watching the demo will only really pay attention for the first 10 minutes and the last 10.

People remember what they have seen more than what they have heard – try to leave them with 1-2 good visuals.

Talk about benefits rather than features. If you show them a screen and it has no benefit to them, then why show it?

People buy (and vote for that matter) with their heart as much as their brain. If a demo ends and the prospect is left with a good feeling, it has been a successful demo. Differences in features and requirements can be overcome, but a positive "feel" to a demo is what it's all about.

You can't show them all of FlexTraining in an hour. You will have to leave out major parts of the system. Often the reporting menu is omitted for time considerations. More below.

Preparation

Ask them at least two questions before you start:

a. Do you know who your online learners will be? If the answer is "no", then do not bother showing the Skill Groups features.

b. Where will your content come from? If they say "from scratch" you will need to show the Authoring Tool (FlexAuthoring) in some detail. If they say "existing PowerPoints" or "Flash Movies", then they will just be dropping these formats into templates, and less detail in the Authoring Tool is needed.

Customization

a. Quick and dirty (but very powerful): The two images on the student login screen (a banner or logo at the top and an image on the lower left, are meant to be uploaded and replaced by the customer, For a demo, always grab a logo and perhaps another picture from the prospect's web site and load them. You may need to trim them with Fireworks or Photoshop to size to match the banner and left-side image that comes with FlexTraining. A typical banner size would be about 990 by 80 and the left side image could be about 365 by 235. The screen will adjust somewhat to handle smaller or larger images.

This is the single most easy and powerful customization step you can take. I will never forget the ham company here in the US who was amazed to see a picture of one of their glazed hams on the FlexTraining login screen.

b. More detailed: Assuming you have a standard course or two you have created in your FlexTraining environment for using in demos, make sure that a few screens use material relevant to this prospect. If you have a course with two sections and each section has five Learning Screens that you authored, perhaps make one of the sections all about the company's products. It will take borrowing some images and text from the prospect's web site, but it makes the demo more realistic.

When you are new to FlexTraining, this may take a couple hours, but as time goes by you can add Learning Screens very quickly, even with Learner Exercises. *Recall that in FlexTraining you author Lessons (groups of sequenced Learning Screens) and that Lessons can then be designated as course "Sections". Sections can also be made out of raw files like Flash, PDF or PowerPoint, but the navigation is not as nice with that technique.*

Conclusion

The demo is primarily for building a relationship – it is "face time". Showing the FlexTraining features and screens is really secondary. People buy software from people they like and trust.