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# Assessment

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## *50 Minutes to Better Software Demos*

### *First Edition*

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Complete this book, and you'll know how to:

- 1) Outline a customized software demo
- 2) Prepare and organize your computer to guard against distractions and mistakes
- 3) Deliver your demo and field questions with confidence
- 4) Navigate the computer and present like a pro
- 5) Give effective remote demos by using popular Web conferencing software



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## Assessment Questions for 50 Minutes to Better Software Demos, First Edition

*Select the best response.*

1. Which of the following options is *not* a reason that demos often fail?
  - A. The equipment malfunctions.
  - B. The demonstrator focuses on benefits rather than features.
  - C. The demonstrator focuses on product components that are impressive to him or her, but not necessarily to the buyer.
  - D. The demonstrator makes the product look complex and difficult to use.
2. To make a demo effective, which of the following components should be shown first?
  - A. How to log into the product
  - B. The most impressive feature
  - C. The user interface (UI)
  - D. The *End Result* that the software can produce
3. Sales reps usually appreciate demo scripts because:
  - A. The reps think they can simply memorize the steps to give an impressive demo.
  - B. Each script is customized by Marketing to meet the needs of each customer.
  - C. The scripts are concise.
  - D. The scripts include technical documentation.
4. To make a highly effective demo script, you should match product capabilities with:
  - A. The most impressive *End Result*
  - B. The easiest features to explain
  - C. Benefits that are highlighted in the sales meeting
  - D. Common problems in the market
5. The final step in creating a demo script is to:
  - A. Formulate questions that uncover problems.
  - B. Create *End Result* solutions.
  - C. Validate the *End Results* with customers.
  - D. Meet with Marketing to review key capabilities.

6. When preparing a custom demo, you should move on to the next opportunity if:
  - A. The customer does not have one or more problems that your software can solve.
  - B. There is no Internet connection available.
  - C. The customer does not appear to be “tech savvy.”
  - D. You have not been fully trained on the software’s advanced features.
7. Which product capability should be shown first in a custom demo?
  - A. The capability that solves the customer’s most severe problem
  - B. The capability that solves the customer’s least severe problem
  - C. The capability that solves the customer’s second most severe problem
  - D. None of the above
8. The final step in creating a custom demo is:
  - A. Checking for an Internet connection
  - B. Writing a summary and introduction
  - C. Ranking customer problems
  - D. Creating screen shots
9. Reaching out to the IT administrator during demo planning can:
  - A. Create unnecessary static with your primary customer(s).
  - B. Help uncover customer problems.
  - C. Help prevent technical mishaps.
  - D. None of the above.
10. A good way to help guarantee greater audience control is to:
  - A. Customize your demo.
  - B. Avoid speaking too quickly.
  - C. Make fewer mechanical errors.
  - D. Organize your computer ahead of time.
11. Besides distracting attention away from your demo, a messy Windows desktop:
  - A. Enables you to find shortcuts faster
  - B. Gives an impression of disorganization
  - C. Slows the pace of the demo
  - D. None of the above

12. Enabling the single-click option in Windows:
  - A. Is a complex adjustment, but worth the effort
  - B. Increases the chance of mechanical errors
  - C. Decreases the chance of mechanical errors
  - D. Makes it difficult for the audience to keep pace with your demo
13. The taskbar is:
  - A. Located at the base of the Windows desktop
  - B. Used by many people to display the Windows Start menu
  - C. Used to start and monitor Windows applications
  - D. All of the above
14. The Quick Launch toolbar is a great way to:
  - A. Increase audience control
  - B. Organize the Windows desktop
  - C. Show the advanced capabilities of the Windows desktop
  - D. Clear your entire screen in one click
15. You can hide personal applications from public view by:
  - A. Limiting or eliminating program shortcuts on the Start menu
  - B. Hiding the taskbar
  - C. Clicking the Show Desktop icon
  - D. Deleting the Internet Explorer icon from the taskbar
16. If you turn off your screen saver, you might also want to:
  - A. Activate the low battery alarm.
  - B. Disable Hibernate mode.
  - C. Enable prompting for a password when the computer resumes from Standby.
  - D. None of the above.
17. Which is the best default home page to choose in Internet Explorer?
  - A. A page that reflects your own personality
  - B. A personalized page that shows the local news and weather
  - C. Something generic and uncomplicated, such as [www.google.com](http://www.google.com)
  - D. A blank page
18. Building a Favorites list in Internet Explorer:
  - A. Is not a good idea, because it distracts the audience
  - B. Is useful for jumping to particular sites quickly during a presentation
  - C. Clutters the Web browser
  - D. None of the above

19. How should you handle instant messaging software and e-mail alerts?
  - A. Disable them completely.
  - B. Choose settings that allow only business-related messages to appear.
  - C. Turn off visual alerts, but leave audio alerts enabled.
  - D. Enable e-mail alerts, but disable instant messaging software.
20. When you're giving a technical demo, a standard mouse:
  - A. Is bulky and gets in the way
  - B. Distracts from the presentation
  - C. Gives you greater navigational control
  - D. Is less accurate than a touch pad or keyboard mouse
21. If you have time between equipment setup and the demo, you should:
  - A. Eat something.
  - B. Rehearse the demo one last time.
  - C. Interact with the audience.
  - D. None of the above.
22. Interacting with the audience before the demo is useful because it:
  - A. Helps you loosen up
  - B. Might give you a relevant piece of information to use in your demo
  - C. Both A and B
  - D. Neither A nor B
23. Creating a Needs Assessment chart at the opening of your demo:
  - A. Is a painful reminder that you did not do your homework
  - B. Reminds the audience that you are prepared to address their specific needs
  - C. Is an alternate list of the primary needs of the audience
  - D. None of the above
24. The last primary need on the Needs Assessment chart should be:
  - A. The need that enables you to demonstrate the most compelling end result
  - B. The need that enables you to demonstrate the second-best end result
  - C. The need that enables you to demonstrate the least compelling end result
  - D. Whichever need the audience admits to on the day of your demo
25. You should refer to the Needs Assessment chart:
  - A. At the opening and closing of the demo
  - B. Only if there are no questions
  - C. Only at the close of your demo
  - D. As you demonstrate each End Result

26. A great way to acknowledge the importance of your audience's time is to:
- A. Always end your demo a few minutes early.
  - B. Wear a wristwatch.
  - C. Take a few moments before the demo to share how you would like the Q&A to work.
  - D. Follow through on your promises.
27. The first step you can take to avoid "Prove-It Syndrome" is to:
- A. Make an educated guess.
  - B. Immediately demonstrate the capability.
  - C. Repeat the question.
  - D. Pause for a moment and take a breath.
28. If an audience member asks you to demonstrate a product capability that is way off topic, you should:
- A. Demonstrate the feature immediately, because the customer is always right.
  - B. Demonstrate the feature immediately if the decision-maker asks the question.
  - C. Politely remind the person that you are running the demo—not him or her.
  - D. None of the above.
29. If an audience member is frustrated and challenges you during a demo, you should:
- A. Make an extra effort to listen, and resolve to give the person the benefit of the doubt.
  - B. Stand your ground and defend the product.
  - C. Report the offending person to the primary decision-maker.
  - D. None of the above.
30. Questions you were not capable of answering during the presentation:
- A. Should be deferred to the product expert
  - B. Should be researched immediately, so you can e-mail the correct answers to the audience within 24 hours
  - C. Should be answered during the follow-up presentation
  - D. None of the above
31. To log into your product during a demo, you should use a user name and password system that allows you to:
- A. Log in fast every time, without notes and without hesitation.
  - B. Ensure that your account names are professional and non-distracting.
  - C. Use e-mail syntax without using someone else's actual e-mail address.
  - D. All of the above.

32. One way to keep your user e-mail addresses realistic—but fictional—is to:
- A. Use character names from popular television shows.
  - B. Check your company's e-mail address list first.
  - C. Use professional-sounding names.
  - D. Add a numerical sequence to each address.
33. One way to avoid making typos during the login process is to:
- A. Describe logging in instead of actually doing it.
  - B. Make each password the same as each corresponding user name.
  - C. Use the Copy and Paste functions instead of typing the user name.
  - D. None of the above.
34. Using a mouse (instead of keyboard shortcuts) is a better approach for audiences that:
- A. Are largely unfamiliar with computers
  - B. Are very familiar with computers
  - C. Are capable of keeping up with a fast pace
  - D. Are not easily distracted by the mouse pointer
35. Which of the following methods is the best way to temporarily “black out” a PowerPoint presentation?
- A. Turn off the projector.
  - B. Press the “W” or “B” key.
  - C. Shut down PowerPoint.
  - D. Block the projector with a book or folder.
36. Using lists and numbers:
- A. Should be done only on PowerPoint slides
  - B. Makes your product look too technical and should be avoided
  - C. Is helpful only when you have a long sequence of steps to show
  - D. Is an effective method to make product capabilities more memorable
37. If your software is being evaluated against other products:
- A. You should make the competing software seem inferior, even if you have to embellish the truth.
  - B. You should never mention the competing software, even if the customer asks you to comment on it.
  - C. You should invite the competing sales rep to watch your demo, so you can ask to watch his or her presentation.
  - D. None of the above.

38. Which of the following is *not* an effective method of dealing with page delays?
- A. Describe what will happen on the next page.
  - B. Politely wait for the screen to load.
  - C. Acknowledge the delay and ask a question.
  - D. Use humor sparingly.
39. Wearing a large wristwatch during your presentation:
- A. Is a great way to end your demo on time
  - B. Is helpful only if it makes you look good
  - C. Should be avoided because it makes typing more difficult
  - D. None of the above
40. Keeping a three-ring binder with you:
- A. Helps level the surface of a slanted podium
  - B. Makes you look more professional
  - C. Is a great way to record notes
  - D. Enables you to display screen shots if you don't have a live Internet connection
41. Web conferencing software enables you to:
- A. Record meetings, so you can e-mail them or post them to the Internet later.
  - B. Save on travel expenses.
  - C. Give remote demos to hundreds of attendees simultaneously.
  - D. All of the above.
42. During a typical Web conference, communication takes place:
- A. Only among attendees who are sitting in the same room
  - B. Via a teleconference and/or chat area
  - C. Via e-mail
  - D. Before the login process
43. Which of the following is *not* a common reason that remote demos sometimes fail?
- A. The Internet connection is suddenly lost.
  - B. Audience members have trouble logging in.
  - C. There is a lag time between what you show and what users see.
  - D. Some users share one computer instead of using separate machines.

44. By limiting the number of attendees at a remote demo, you can:
  - A. Keep costs low.
  - B. Move the demo faster.
  - C. Engage with your audience.
  - D. Steer your audience away from the competition.
45. Encouraging attendees to register early and log in before the scheduled demo is called the:
  - A. Minimalist rule
  - B. Early-Bird rule
  - C. Three-Ten rule
  - D. None of the above
46. In a remote demo, you can keep your audience attentive by:
  - A. Keeping the demo under 20 minutes
  - B. Asking questions frequently
  - C. Using humor
  - D. Awarding prizes
47. You can keep your hands free in a remote demo by using:
  - A. A telephone headset
  - B. An optical mouse
  - C. Keyboard shortcuts
  - D. The touch pad
48. Why is it a good idea to use a regular mouse during a remote demo?
  - A. You will stay more focused on the software's functionality.
  - B. You will make the software appear more impressive.
  - C. You will make fewer mistakes.
  - D. Your desktop will look more active.

## Assessment Answer Key for 50 Minutes to Better Software Demos, First Edition

### *Recommended response (Corresponding workbook page)*

1. B (9)	13. D (30)	25. D (48)	37. D (71)
2. D (10)	14. D (30)	26. C (50)	38. B (74)
3. A (11)	15. A (31)	27. D (51)	39. C (75)
4. D (12)	16. B (32)	28. D (52)	40. A (76)
5. C (15)	17. C (33)	29. A (54)	41. D (81)
6. A (18)	18. B (37)	30. B (55)	42. B (82)
7. C (16)	19. A (38)	31. D (60)	43. D (83)
8. B (16)	20. C (39)	32. D (61)	44. C (84)
9. B (19)	21. C (46)	33. C (65)	45. C (86)
10. D (25)	22. C (46)	34. A (66)	46. B (87)
11. B (26)	23. B (47)	35. B (68)	47. A (87)
12. C (29)	24. A (47)	36. D (69)	48. D (86)