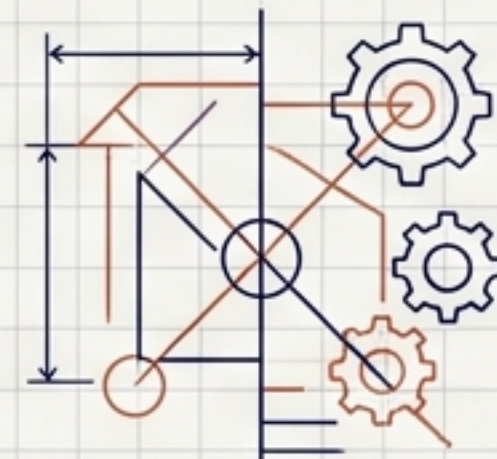


THE ANATOMY OF A TAILORED DEMO

The Sales Engineer's Playbook for
Persona-Driven Presentations



Features alone do not sell. A demo is
a a customizable machine tuned to
demographic behaviors, motivations,
and pain points.

DRAWING NO.

DATE

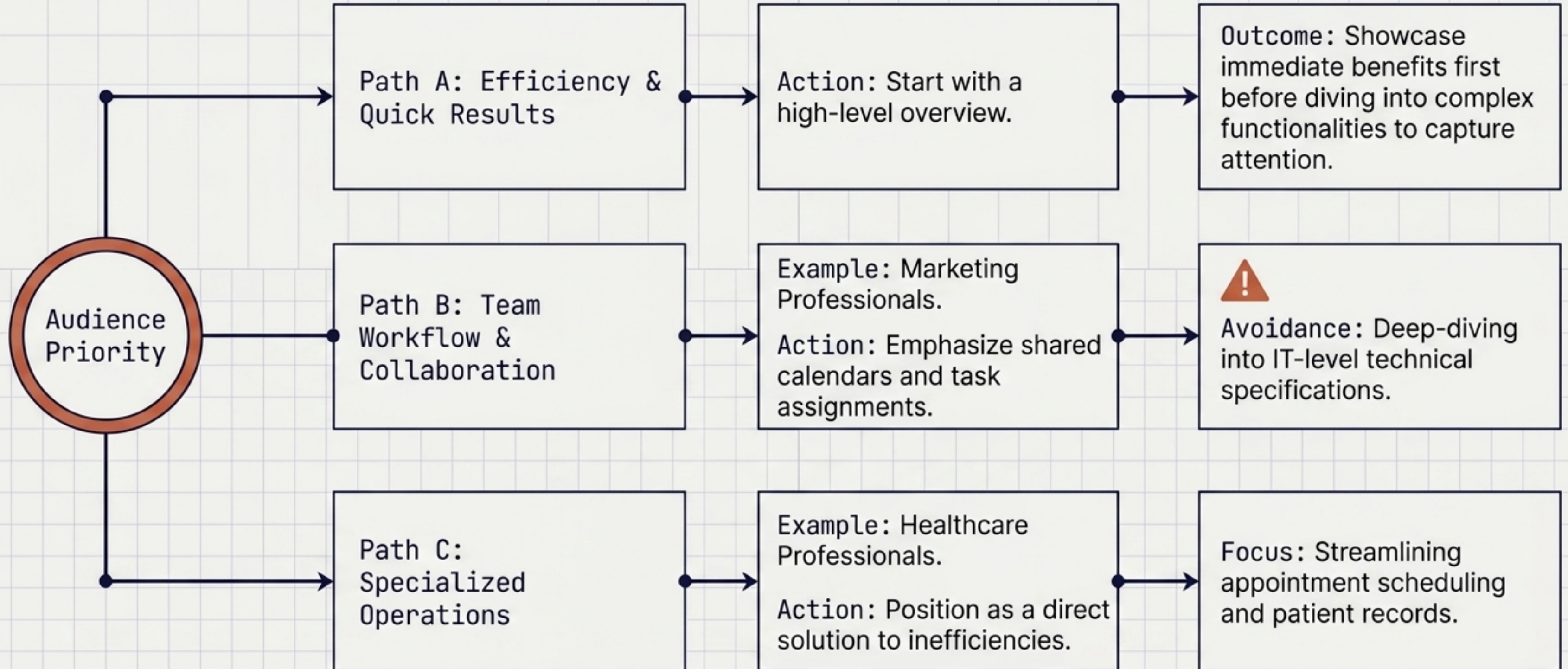
Audience Blueprinting: The Persona Matrix

IT Manager	
Primary Focus	Technical specifications & ecosystem fit.
Core Priorities	Security features and integration capabilities.
Demo Avoidance	Superficial benefits; skipping technical validation.

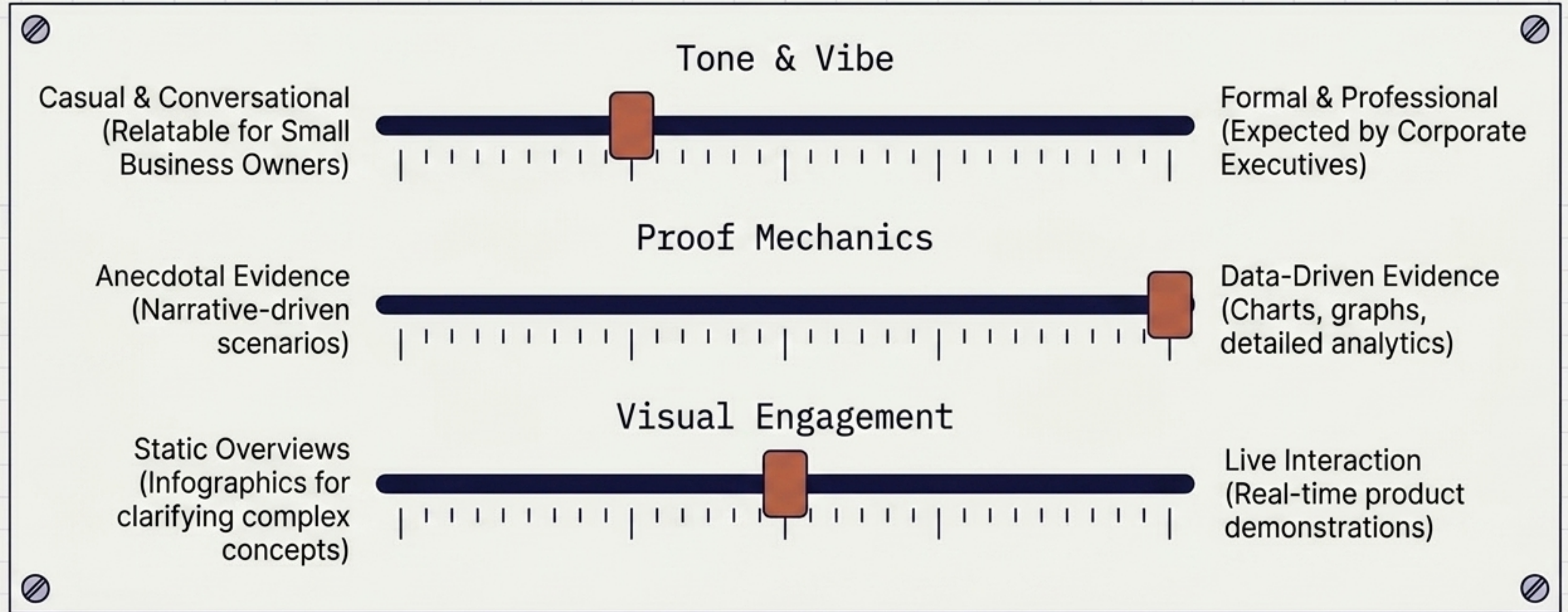
Small Business Owner	
Primary Focus	Operational impact & reliability.
Core Priorities	Cost-effectiveness and ease of use.
Demo Avoidance	Corporate jargon; overly complex setups.

Corporate Executive	
Primary Focus	Business outcomes & high-level ROI.
Core Priorities	Professionalism and detailed analytics.
Demo Avoidance	Getting bogged down in granular feature walkthroughs.

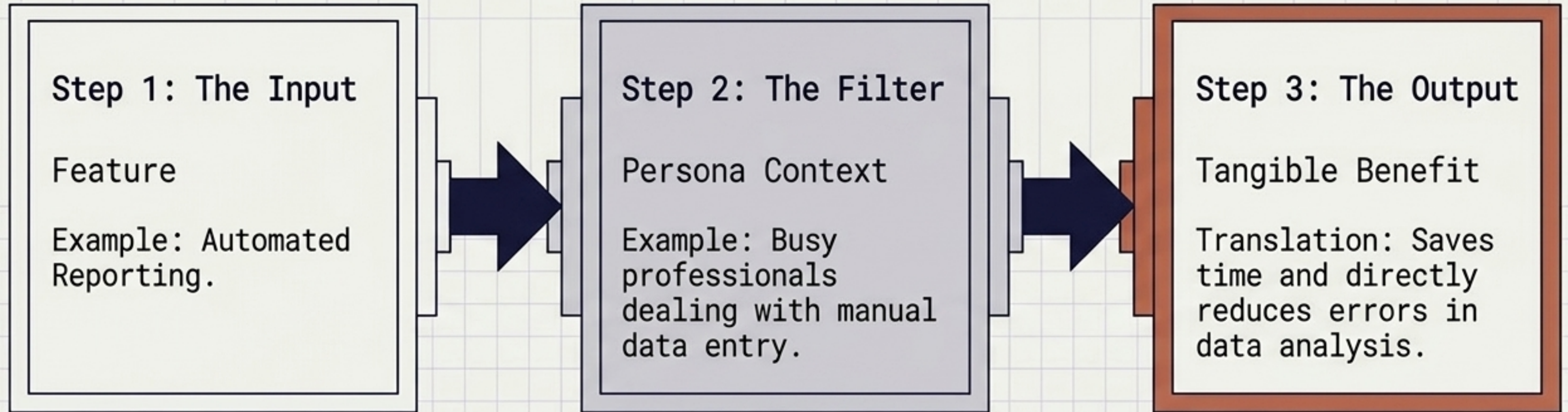
Structural Calibration: Architecting the Flow



The Delivery Equalizer: Tuning Your Presentation Style

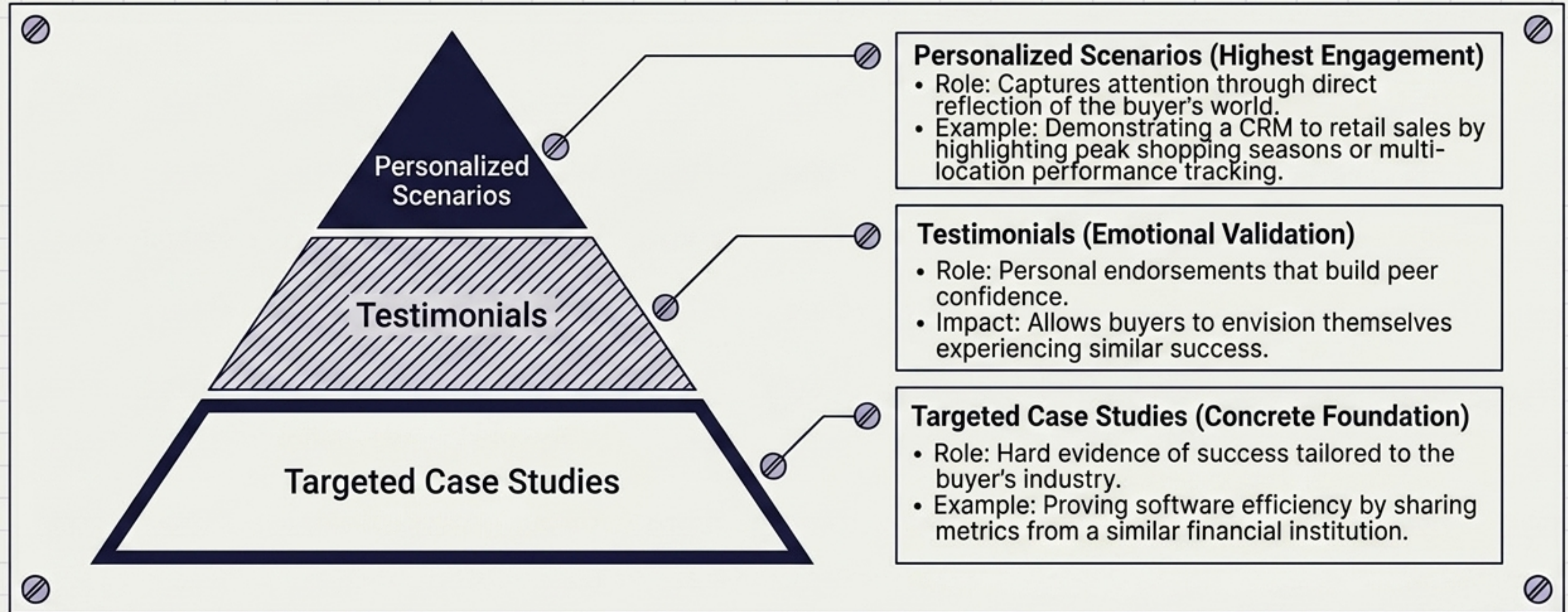


The Value Translation Engine



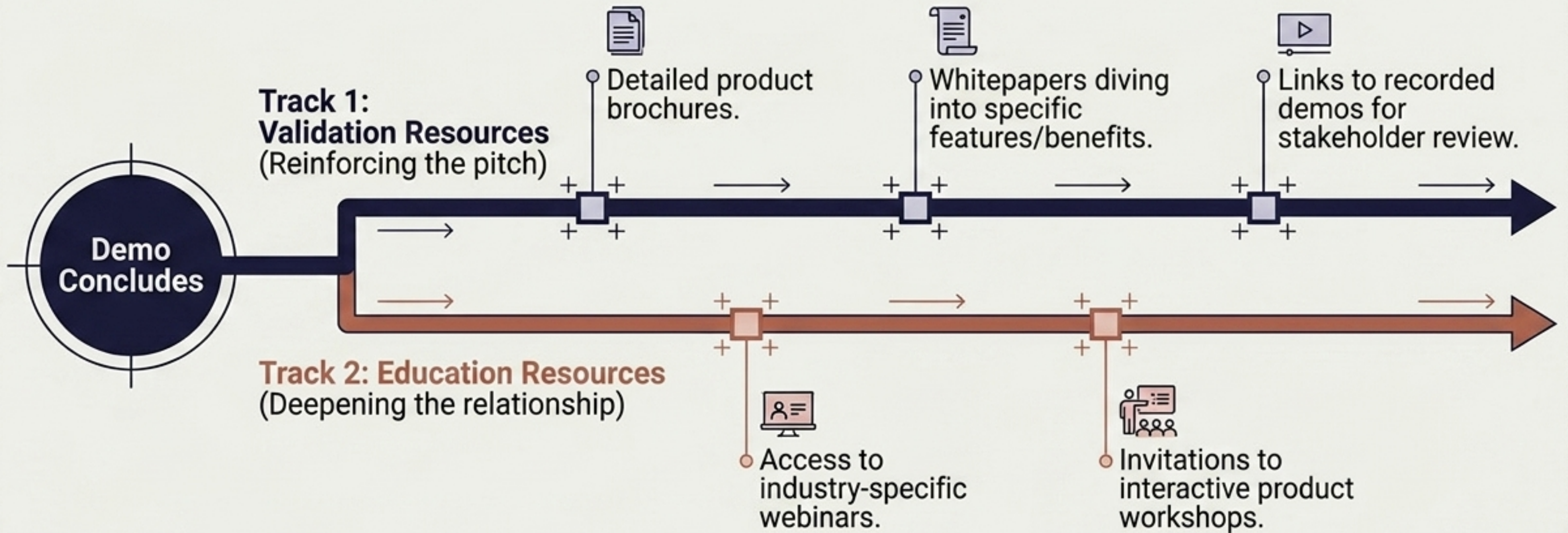
Align with Persona Values: If presenting to environmentally conscious consumers, frame the exact same feature around its contribution to sustainability efforts.

The Evidence Arsenal: Layering Your Proof



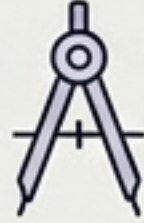
The Extension Loop: Beyond the Meeting

Core Principle: The conclusion of the demo is an opportunity for continued interaction, transitioning you from a vendor to a trusted partner.



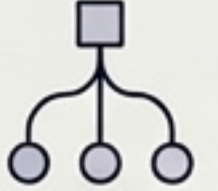
The Engineer's Master Blueprint

01 PREP: Audience Blueprinting



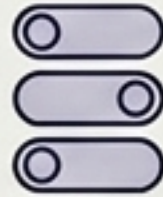
- Identify motivations, pain points, and core priorities.
- Segment focus: IT vs. Small Business Owner vs. Corporate Executive.

02 ARCHITECTURE: Content Calibration



- Structure flow based on explicit audience priority.
- Pivot point: Lead with high-level ROI or dive into immediate workflow integration.

03 DELIVERY: Equalizer & Translation



- Actively tune conversational tone and data density.
- Run all technical features through the Value Translation Engine to output tangible, persona-matched benefits.

04 FOLLOW-THROUGH: Evidence & Extension



- Deploy layered proof points: Personalized Scenarios -> Testimonials -> Case Studies.
- Extend engagement post-meeting via targeted Validation and Education resource tracks.