Presenting and Selling (Scientific) Software

Andrea Schafferhans

Based on book and slides by Peter E. Cohan
Copyright © 2004-2011 The Second Derivative.
See http://www.secondderivative.com/
Do the last things first!
Seminar content

- Train presentation skills, for selling software
- Identify product features:
  - key features
  - important differences to competitors
- Analyze application scenarios
- Analyze customer needs
- Create short but compelling presentations
General rules

- Attendance obligatory
- Aim: practice presenting and (report) writing
- Take part in discussion!
- Grading: presentation, written material, discussion
Specific “Deliverables”

Sales material:
• a one or two page fact sheet
• an "elevator pitch"
• a presentation
• a live demo
Sales process

Source:
Customer Relationship Management

- Contact management
  - Addresses
  - Record all contacts

- Analysis tools
  - Make projections
  - Analyse marketing impact

- Support management

- Collaboration
  - Requirement gathering
Organisational charts

Arbor Business Company, Inc.

John Smith
President

Susan Jones
VP Marketing

Rachel Parker
VP Sales

Tom Allen
VP Production

Alice Johnson
Manager

Michael Gross
Manager

Kathy Roberts
Manager

Tim Moore
Manager

Kim Dole
Manager

Betsy Foster
Manager

Source:
www.smartdraw.com
Understanding the Customer

- What problems can your software solve?
- Why did other customers buy your software?

- What objectives does your customer have?
- Which capabilities help achieve that objective?

- Chain of Pain (relationships in the audience)
Exercise

• What is the biggest challenge in your job?

• Why is this a challenge? / What solution are you looking for?

• What specific things would you need to address these reasons?
Specific Capabilities

Features do not solve problems!

Specific Capabilities can provide a solution, in context with the customer’s situation.
Exercise

• Identify typical job description of a software user
• Find why these people use that software:
  – Critical Business Issue
  – Reason
  – Specific Capability
Hints

• Discuss current workflow with customer
• Try to identify the “Delta” (time, people, steps, …)
• Ask for things you should have asked for
Homework

- Select your software
- Practice usage
- Determine capabilities and differentiating factors
- Invent customer
  - CBI, Reason, Specific Capabilities
- Create illustration
- Look at marketing material, note good and bad
Next meeting

- Discussion of Selected Software
- Intro to Demoing
- Reports on Papers?