S.H.A.R.E. FRAMEWORK

25 POINT DEMO SCORECARD

FRAMEWORK	✓	FAIL
SIMPLE	☐	Hard to follow, out of context, too much education
	☐	Screens have to be re-visited and/or re-explained
	☐	Unclear of what to expect and where demo is going
	☐	Use of buzzwords and industry jargon
	☐	The prospect does < 45% of the talking
HIGHLIGHT	☐	Unnecessary slides drag down momentum
	☐	Demo starts with a "login" screen or something else irrelevant to resolving pain
	☐	No focus on competitive differentiation
	☐	No clear thread from prior conversations
ACUTE	☐	Run out of time at the end
	☐	Specific buyer pain is not addressed
	☐	No persona, market, or use case customization
RELEVANT	☐	No credible social proof is used
	☐	Social proof not relevant to prospect's company and/or use case
	☐	Demo goes off track for extended periods of time
	☐	The right stakeholders were not present
	☐	Not relevant to all stakeholders
ENGAGE	☐	No rapport elements demonstrated
	☐	Limited number of speaker switches
	☐	No active listening techniques were used
	☐	The prospect is silent for most of the demo
	☐	Features are shown and described with language such as "you can do X" and "you can do Y"
	☐	Salesperson asks few or no questions at all, and spends most of their time doing "show and tell"
	☐	Previously uncovered information was not confirmed and no additional discovery was conducted
	☐	Questions are yes/no, such as "do you think this screen would be useful?" Asks leading questions, trying to get the prospect to say positive things, and is more interested in affirmation than the truth

Start at 25, and then deduct 1 point for each fail.

Add up points across all criteria areas to calculate if the demo is:

22 - 25	=	HIGH CONVERTING
18 - 22	=	LESS VELOCITY
<18	=	HURTING SALES PROCESS