



7 Tips for Presenting the Perfect Demo with Your Prospective Clients

The number one thing you can do to ensure success with Private Label Websites is to demonstrate how they work to your print buyers. Your goal with the marketing kit should be to ultimately get them to the point of setting up a demo with you.

You'll get the best results from your demo if you follow these tips:

1. Personalize the Demo

Set up a demo Private Label Website with your print buyer's branding, so they can see what it'll look like for their business. Personalize it as much as possible to make it look professional, including:

- Add the customer's logo, coloring, and any other branding components to the website.
- If known, set up some of their commonly ordered products, so they're ready to go for them.

This personalization also allows you to leave your demo, letting them know that the site is ready for them, and they can get started anytime.

(Remember, if you need help personalizing a demo for your prospective clients, we'd be happy to assist you.)

2. Role-Play the Order Process with Them

As you're showing them their Private Label Website, go through the order process with them.

This can be high-level at first, so you don't overwhelm them, but briefly show them how anyone can order, how quick and easy it is, as well as how you can customize the order form to add or eliminate questions.

Be sure to mention the account permissions at this time as well.

3. Do Your Research

It's essential that you go into your demo knowing about the company you're presenting to.

While you're working on prepping and personalizing a demo for them, take the time to read through their website, understand what they do, and learn a little of their history. Even if you don't know everything, you'll have enough information to carry on a conversation and a good starting point to launch from.

4. Keep Your Focus on Them (Not You)

Even though you will benefit significantly from your client using Private Label Websites, keep in mind that your focus (especially during the demo) should be on them and making their life easier.

Clearly answer the "What's in it for me?" question by outlining the benefits and the pain points a private ordering portal would solve for their business. For example:

If they're struggling with inconsistent branding and quality between multiple branches or franchises, you can let them know that portals pave the way for consistent, quality results because everyone is ordering from the same print company.

5. Offer Proof

While you want to demonstrate your credibility, tooting your own horn isn't the best way to go.

Offer proof by letting others praise you through testimonials, case studies, or even by merely listing the names (or logos) of other companies experiencing success through using Private Label Websites.

These efforts will help to boost their trust in you and make them want to take part in what these other companies are doing successfully.

6. Prepare Some Talking Points

If sales aren't your strong point, consider coming prepared to the demo with a list of talking points.

This could include things like:

- Asking questions about their business to get to know them.
- Are your customers mostly B2B or B2C?
- Tell me a little bit about your company.
- About how many customers do you have?
- Mentioning the top three features of Private Label Websites.
- Showing examples of other websites already using Private Label Websites.

Be careful not to over talk. Remember number four above? Keep it about them and keep them engaged by periodically asking questions like, "How does this sound so far?" or "What do you think?" These types of questions not only show that you're listening, but they also act like little "soft closes" throughout the demo process.

7. Be Your Brand

Lastly, remember that you are your brand.

Every action and word you speak represents your company and your values. Because of this, pay attention to if you're representing yourself and your company well.

- Be on time.
- Look professional.
- Represent your core values through your speech and actions.

You're On Your Way!

Follow the above tips, and you'll have your print buyers and your company on the road headed to success with Private Label Websites.

Remember, if there's anything we can do to assist you in your efforts to prospect Private Label Websites to your clients, don't hesitate to reach out to us at CustomerCare@mi4p.com or by phone at (701) 241-9204.