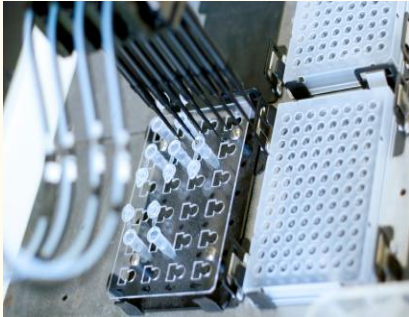


### Demonstration Skills



The Demonstration Skills workshop is a practical approach to satisfying customer needs and creating additional needs based on the systems capability. The style of the workshop is very much ‘hands on’ with the sales team working through the practical issues of showing the instrument in the best light. The day is tailored to the specific system and the specific challenges that the sales force meets in the field. Typical elements that are covered are:

#### Positioning versus specific customer needs

Needs of the Decision Making Unit?

- User?
- Technical Expert?
- Budget Holder/Purchasing?
- Policy maker?
- Partner company?

#### Developing a specific strategy

Putting the analysis into practice

#### Structuring the demo

Developing an effective structure.  
Working with customers directly.

#### Positioning versus other capabilities

- Unique selling points and how to gain leverage from these.
- Not so unique selling points and their importance.

#### Positioning versus the competition

Developing a differentiation strategy.

The day is centred around your own instruments and customer information with time given to developing a range of effective strategies. The approach is flexible to meet the needs of different customers and uses the experience of your sales team and that of the workshop leader giving an in-depth analysis of what is needed and how to implement.