**Product Demo Script**

Guidelines and Examples

## Product Demo Best Practices

1. Ensure the demo is about benefits - not just features
2. Tell the customer's story
   1. Know your audience - whose story are you telling?
   2. Be sure to invite the buyer / decision maker
   3. Customers should feel how it improves their day-to-day (their job-to-be-done)
   4. Have a few paths planned out depending on persona you are talking to
3. Keep it short: Know the attention span for the setting
   1. ~5 minutes for an expo hall
   2. ~10 minutes as a part of a sales pitch
   3. ~30 minutes for a sales demo call or technical evaluation
4. Rehearse, rehearse, rehearse
5. Test everything beforehand, often have unconnected backup
6. Good demo data helps the demo come alive. Progressively better data allows for more flexibility to show capabilities from questions.
7. Send a reminder email (decrease no-shows by 50%)

## Example 1: Demo Agenda for 30 min Demo

1. **Intro – 5 minutes:**   
   Take time, in the beginning, to connect with your customer on a personal level, establish or reestablish trust and a relationship.
2. **Summarize and set the stage – 5 minutes:**

Summarize their current situation and consolidate your prospect’s pain points into 3-4 distinct areas. Give them a feeling of how much better their life will be using [the product].

1. **Solution Mapping – 15 minutes:**   
   Show them how you can help solve the identified pain points by focusing on the most relevant parts of [the product]. Focus on the three biggest pain points and start with the one that you spent the most time on during your first touchpoint.
2. **Next steps – 5 minutes:**   
   Understand your prospect’s decision-making process and what they need to move the deal forward.

**Pain Points by User Group**

1. CEO
   1. Pain Points: Losing revenue
   2. Needs: Increase demand; Hit revenue goal; Keep board happy; Tech and team that can adapt quickly; Improve and automate processes; Quick results, ROI and data to support business initiatives
2. CFO
   1. Pain Points: Losing revenue
   2. Needs: Efficient methods to increase company profit and reduce expenditure; Innovative solutions to capital structure and budgeting limitations; Visibility of the processes and inefficiencies across different departments
3. COO
   1. Pain Points: Losing revenue
   2. Needs: More efficient and effective processes; Tool for improving productivity and operational efficiency
4. Chief Compliance Officer
   1. Pain Points: Government Audit
   2. Needs: Evaluate submission operations, policies, medical record review targeting approaches, and develop benchmarks as a basis for evaluating continuous improvement; Assess Oversight Components of Client/Vendor Interactions; In-house Data Analytics Assessment
5. Risk Adjuster
   1. Pain Points: Government Audit
   2. Needs: Evaluate submission operations, policies, medical record review targeting approaches, and develop benchmarks as a basis for evaluating continuous improvement; Assess Oversight Components of Client/Vendor Interactions; In-house Data Analytics Assessment

* Demo Scenario for a CFO
  + It is Friday afternoon at 4PM. You see a financial report from last quarter that shows a significant payment burden due to an audit that found multiple instances of improper payments.
  + Sign into web-application.
  + Script:
    - * Based on data that you provide, [the product]’s machine learning model looks through clinical notes, determines whether medical conditions are present in those clinical notes. It then rectifies that with the claims data that you use for the clients to submit for payment to CMS, and identifies where there might be gaps in the claims data versus what's in the medical record.
      * The way [the product] currently works is with a bulk upload package. The package contains a few CSV files with information on who the beneficiaries are in the plan, what medical conditions they're thought to have, and what medical record documentation is associated with them. And then we have the documents themselves. So here, I'm just uploading a sample file for 50 people. Once this gets uploaded, the model is going to look at all those documents and compare it against what is in the conditions and generate some output reports.
      * We have live updating of what's going on in the background. So this is it loading all the documents in and then going through a couple of other steps that may take a few minutes. Once uploaded, it'll say complete - click for details. Within the application itself we have a couple of high level dashboards that show some of the outputs of the analysis – **such as this one that shows improper payment risk**.
      * Say you are looking at this from the level of a plan, and you wanted to know each of these medical conditions is worth different dollar amounts in terms of what CMS pays. You look at hCC2, for example. It was submitted 12 times on a claim, but we only found 6 instances of supporting documentation. If you were to be audited, you could be in trouble there because you can't support that condition and prove that the person has it. You may be liable for a callback from CMS and an audit. If we look at this HCC19. It was submitted 8 times, but we actually found it 20 times being mentioned in documentation. So this is an area where you might be missing out on revenue, where your patients actually have medical conditions, but for whatever reason, maybe this was at a specialist or someone who isn't really concerned with this particular disease. It wasn't coded on the claim for payment. So, the plan isn't going to get paid for this even though the person does have a medical condition, and they're assuming the liability for treating that.
      * **This is an area where you can go back and look for places where you're missing submissions and you have potential revenue opportunities.**
      * There are a couple of different reports in the dashboard itself, most of which are reflected in the PDF. These reports basically give you different views of where your risk might lie, or where there are opportunities to improve and **improve profitability**.
      * In addition to the things that are in the dashboard, we have two downloadable views that give a more detailed look at the data. The Executive Report is a PDF that includes a lot of the visualizations that are in the dashboard plus more. There are about 30 reports, actually, that are in the executive summary, as well as a narrative that explains it and is dynamically generated based on what the data findings are. So you can see the view was what we saw in the dashboard plus some narrative in explaining what these views are showing and what the possible actions might be based on what we found in the data. They're broken down into a couple of different levels of granularity, looking at the total population, looking at specific disease groups, looking at specific risk pools, things like that. And then looking at things like the documentation itself, missed submissions, percent of payment, not submitted, things like that.
      * The other view is the Detail Report, which is an Excel spreadsheet. This has all of the underlying data that feeds the pre-aggregated reports that are in the dashboard and PDF. Here you can drill down to the highest level of granularity to actually see what are the findings that are feeding all of these. You can see the full view of the table in the dashboard in this Excel spreadsheet. We also have larger breakdowns of things that you might need if you actually want to take this data and make some actions based on it.
      * For example, this report shows every beneficiary and condition that they have, where is the best document, and what level of support our machine learning model gives it. If you're looking at this beneficiary, they have 2 conditions here. One of those conditions, we have a .999 confidence level. The confidence level scales from 0-1. So this is a very high confidence record for this condition, which means you're in good shape, you can rest easy knowing that that's well documented, the person has the condition. This other one, is only a .125. That's one where you're in a little, a little bit more of an issue, there's not strong evidence in that record. So you know that you should look at this person for this condition and either get them back into the doctor's office, or check with the doctor to make sure that everything that was on the claim is fully documented from the last time they went there. If you were to sort this in descending order, you can look at all the places ranked by condition of what has the lowest level of confidence. And you can use that as your priority list of how you should look at the different medical records and conditions that you're trying to make sure you have proper support for and are getting paid for it within your program. **As you can see with this demo, we found $xx in missing revenue for you.**
      * The other report we are going to look at is the document score report. This shows every single document that you uploaded, what is the output from our model, regardless of whether you submitted it or not. This basically gives you the complete most granular level of data that you would want from our outputs. So there's 79 hccs in this CMS payment model. For every document we give the finding for every condition in that model. So if you wanted to load this into your own systems to give detailed information, or if you wanted to pivot this data in some other way that's specific to your own use case, we give the complete detailed output data to allow you to do that.
      * Thank you so much for your time. Are there any questions or areas of the demo that you would like us to revisit/focus on?

## Example 2: 10 Minute Demo

Welcome to [the product], the smart contract review software built to: [choose what goes here]

* provide small and medium sized businesses peace of mind in contract negotiation.
* Manage your contract risks, and accelerate your growth.

At the core of any business engagement, there are contracts dictating what that engagement will look like. Contracts expose your business to risk, and the more contracts you sign, the higher your risk profile becomes.

[the product] combats this risk for you by

1. **reviewing** your personal contracts,
2. providing you a contract **risk breakdown**,
3. and suggesting **alternative clause terminology** and tips on how to reduce the risk you’re taking on.

This process takes place entirely within our easy to use platform, allowing you and your team the speed and convenience to effectively manage your contract risk in any business negotiation.

So, how does it work?

Start by uploading a contract. From here, our team [how much do we want to make it seem automated vs. manual process?]

Once the contract review is complete, you will be given a risk score associated with that contract, and alerts that require your attention. Click into the contract to view the entire risk breakdown.

When viewing your contract risk breakdown, you’ll notice your contract risk score appears at the top of the page, along with the [the product] benchmark. Think of the [the product] benchmark as the average risk score that a similar contract type should have. If your contract is riskier than the benchmark, you probably have some editing [redlining?] to do.

We calculate this risk score by first breaking your contract down into six different risk domains. These domains help us classify your contract clauses, and provide you with information on where your contract excels, and where it falls short, in specific and important areas of contract risk. These numbers directly factor into your overall contract risk score.

Below you’ll find your contract’s clause library. [the product] pulls out every clause in your contract, provides you with information about the clause, and scores the clauses on a scale of low to very high risk, which includes critical risk depending on the clause type and importance. This organized approach makes the clause review process quick and seamless.

When you’re ready to begin editing and updating your contract, we suggest you begin with the clauses we’ve deemed critical and very high risk to your business engagement. These clauses have been flagged because the terminology favors your counterparty, and puts you at a severe disadvantage.

Click into the clause side panel, and you see your original contract clause, as well as alternative clause terminology and the risk associated with these alternative clauses. Here, you will find the [the product] benchmark again, this time denoting the clause terminology that is standard for this particular contract and clause type.

When you’re ready to copy a new clause and improve your overall contract risk, simply hit ‘Copy Clause’ then navigate to your contract editor off platform, locate the clause in your contract, and paste in the new terminology. [how should we say this, the fact that it's off platform?]

If you wish to do nothing about a particular clause, you can click ‘No Action Needed’ to remove the alert, and if you want more time to think about it, click ‘Flag This Clause’ to remind yourself to return at a later time.

[the product]’s smart contract review software was developed by a team of contract lawyers, risk management experts, and small business owners to give you the contract management support of an attorney at the convenience of [not sure what we should say here?]

We’ve built [the product] to help you identify, prioritize, and manage risks so you can quickly and confidently make informed decisions and focus on what matters most to you, business growth.

If you’d like to learn more about [the product], please get in touch, and if you’d like to try out our product, sign up for our Beta today.

## Example 3:

**PAIN POINTS**

Target: Investor

* Time spent sifting through “noise” of listings that do not fall within their ”goal posts” or investment criteria
* No single source of truth
* Time spent interfacing with the broker
* Finding “off market” opportunities that everyone else does not know about and/or deals you can win
* Developing relationships, and quality of those relationships determines the inventory you have access to

**DEMO SCENARIO**

* It’s Monday morning and after a great weekend you are excited to start your day searching for the next great property your firm will purchase. You have your criteria set and confirmed with your manager and outside investment partners. After a quick scan of too many emails with empty promises of listings for you that are clearly outside your investment boundaries.
* One email clearly catches your eye from [the platform] with the subject line: A New Off-Market Deal For <Enter Segment: Multi-Family>, <Enter Key Criteria 20 Doors>
* This property is right down the middle of your investment goal posts. You click on it and the link takes you to [the platform].
* You login to [the platform] with your one-touch login and enter into the system. Immediately, you see two listings that match your criteria. One in Houston and one in Dallas, both within your regional criteria you set.
* In fact, it matches ALL the criteria you originally set, with no exceptions.
* All relevant to your investment criteria. <Show Wireframe of Investment Criteria and briefly describe how to populate in 5 minutes or less>
* This makes sense to you as [the product] represents over 1/3 of all commercial real estate listings. They only send you the best match of their vast database.
* You click the property and select “Connect with Broker” and an email is sent within [the platform] to the Broker representing the property.
* After lunch, 2 hours later, you see a message waiting from the Broker. They reviewed your profile and would like to share documents in the deal room on the property and set up a brief discussion to follow up.
* Later that evening, you submit your first purchase offer on a property that meets your investment criteria.
* A <enter time frame> later, the deal closes. Your buddy sees the information on the close (publicly available) and asks how you had access to that deal.
* You decide to refer them to [the platform]. Or not.
* You keep your investment criteria up-to-date in [the platform] so that they can match properties to you as your needs change. They even sent you a free coffee for updating your profile! Score! Cheers to [the platform]!

## Example 4:

**PAIN POINTS**

Target: Broker

* Maximizing visibility of an asset to quickly connect with qualified buyers/investors
* Provide a list of qualified buyers/investors to potential clients
* Increase sales cycle/deal velocity
* Spend less time searching for the right investor (more golf or more time working on the next deal)
* Maintaining database that is clean, fresh, accurate

**DEMO SCENARIO**

* It’s Wednesday morning and you are setting up golf plans for Friday afternoon when you get a text from the contact you reached out to last week with a prime property on Armitage. They are warm to connecting with you about potentially listing their property. They usually work with your largest competitor so this is a good opportunity to establish a great relationship.
* You want to be impressive, so you open up [the platform] to create a proposal. You want to win this business.
* You enter the listing and mark, “off market status.”
* A pop-up screen appears ”Based on the information you provided on the property edit form, we have identified 41 potential buyers for the listing.”
* ”Do you want to Boost this property in order to access these buyers?” appears with a price of $1000, a fraction of what the commission for this building will be.
* You select your proposal to be auto-populated with information all 41 investors that match the profile of the listing <Show How List Renders In Proposal>
* You meet up for coffee and the seller’s first question is “How are you different or better than your competitor?”
* You open your briefcase and hand her a proposal. “Let’s take a look at page 4”, you say
* Page 4 is a list of interested buyers by company and location that are an exact match for investment to the seller’s property.
* She sees you’ve done your homework. She smiles and gives approval to list it as an off-market deal.
* You return to the office and Boost the listing by entering payment information. The Boost results in a connection with several investors actively searching for the profile of the property, some are even unrepresented by a broker, enabling you to double end the deal.
* After due diligence documents are shared, you are able to close the deal, at a much higher price than your client thought possible due to increased competition from extending your reach beyond the local market.
* The best part? The time it saved. You are now able to move on to your next deal more quickly and use Boost capability to close the next deal and the next, faster.
* Golf was great on Friday.