



SALES DEMO STORY BUILDER

**Your template for turning
product messaging into a
demo story that actually sells**

SECTION 1: AUDIENCE & CONTEXT

Great demos start with knowing your audience. Tailoring your message to who's in the room—and what they care about—ensures your story resonates and lands with impact. One-size-fits-all demos lose deals.

Who's in the Room?

- **Titles & Roles:** (e.g., CMO, RevOps Lead, CTO)
- **Function(s):** (e.g., Brand & Demand Strategy, Revenue Operations, Engineering & Technical Infrastructure)

Persona's Primary Goal:

- What outcome is this person trying to achieve?

Metrics to Track:

- Capture the outcomes your audience cares about—ROI, time savings, speed to value

Pain Points / Frustrations:

- What slows them down today?
- What have they likely expressed in discovery?

Industry / Vertical Context (if relevant):

- Any regulatory, data, or operational factors to consider?

SECTION 2: BEFORE & AFTER STORY

This is your narrative foundation. By showing the shift from their current pain to a better future, you move the conversation from features to transformation—connecting emotionally and strategically.

Before State (Current Workflow / Reality):

- What does their day look like now? What's broken?

After State (New Workflow / Possibility):

- What will their day look like with your solution?

Emotional Triggers:

- Stress, confusion, bottlenecks, cross-team friction, delays, risk

Business Triggers:

- Missed KPIs, revenue loss, poor data quality, inefficiency, tech debt





SECTION 3: FEATURE-TO-VALUE MAPPING (CDP EXAMPLE)

Buyers don't buy features. They buy outcomes. This mapping helps you translate product functionality into real-world value—and positions your product as the only one that can deliver it.

Feature	Pain Solved	Benefit	Business Outcome	Competitive Differentiator	Proof Point
Real-Time Data Sync	Teams waste hours manually syncing platforms	Always up-to-date data	Faster campaign execution, fewer tech delays	Native connectors enable live sync across all tools	Customers launch campaigns 2x faster after switching
No-Code Audience Builder	Marketers rely on engineers for segmentation	Self-serve control for campaign targeting	More agile go-to-market, reduced dev bottlenecks	Built for marketers—no dev resources required	80% of segments now built directly by marketing
Identity Resolution Engine	Duplicate records and fragmented user journeys	Unified customer profiles	Higher personalization and campaign performance	Machine learning engine deduplicates in real time	Increased email CTR by 32% after ID resolution rollout
Behavioral Triggers	Delays in reacting to buyer intent	Automated responses to real-time behaviors	Higher conversion rates, better lead nurturing	Trigger builder supports web, email, and custom event signals	28% lift in MQL to SQL conversion via trigger-based workflows
Custom Attribution Models	Inaccurate ROI tracking and misaligned budget allocations	Visibility into true channel performance	Smarter spend decisions, tighter alignment with sales	Fully customizable models mapped to your unique funnel	Reduced wasted ad spend by 22% within the first quarter

SECTION 4: DEMO NARRATIVE FLOW

A structured flow keeps your demo focused, relevant, and engaging. It helps your team tell a story, not run a tutorial—showing how the product solves pain in the buyer's world.

Suggested Structure:

Set the Scene:

- “Most [teams like yours] struggle with...”

Introduce the Challenge:

- Tie it to your prospect's world

Show the Product Moment:

- Feature walk-through tied to pain

Highlight the Outcome:

- “Here's what this unlocks for you...”

Contrast with Status Quo:

- “Here's what that used to take...”

Customer Proof or Social Validation:

- Logo, quote, or data point

SECTION 4: DEMO NARRATIVE FLOW (CONTINUED)

Order of Features to Demo:

- Prioritized by relevance to buyer pains

Callouts to Say Aloud:

- Short phrases, key value points, contrast moments

Objections to Pre-Empt:

- Include common objections and how to preemptively address them during the flow
- e.g., "We already use X," "Is this customizable?"

Demo Roles / Speaking Plan:

- If multiple people are involved, define who covers which parts of the demo (AE, SE, PMM, etc.) to ensure a cohesive delivery



SECTION 5: FOLLOW-UP & REINFORCEMENT

The real selling starts after the call. Strong follow-up materials reinforce your message, accelerate internal buy-in, and create consistency from sales to implementation.

Call-to-Action Strategy

- Decide ahead what the CTA should be—book a deeper technical session, loop in stakeholders, or send tailored materials

Assets to Send Post-Demo:

- Recap email
- Persona-specific 1-pager
- Short demo video or deck

Internal Handoff Notes (for CS/Implementation):

- Key pain points addressed
- What story needs to stay consistent





NEED HELP TURNING YOUR MESSAGING INTO A SALES- READY STORY?

Book a call and let's
build it together!

