

# Demonstrating Vs Presenting

What is the difference between demonstrating and presenting? We will approach this from 4 different perspectives.

## **1. When you demonstrate, you're still in the process of gathering information.**

However, when you present, you are confirming that what you are saying is correct and defending the ROI of the offer. Standing up in front of a customer or prospect to show him how the product works is not necessarily the same as presenting. When you're demonstrating, you should try to speak and listen simultaneously. While presenting, you're only listening for the affirmative nodding of the head from the audience, which signals agreement with everything that you're saying.

**2. The second way of looking at this is that when you present, you're looking for a positive reaction.** But when you demonstrate, you're anticipating a negative one. Please allow me to explain this further since you might wonder, "Well if I'm demonstrating early on in the sale, why would I be looking for a negative reaction?"

### **Here is the reality that many of us are all too familiar with:**

When somebody is not seriously considering adding something new to their life, you say to them, "You know I'd like you to start doing this thing," or "Let me suggest this for you to do." If the person that you were telling this to wasn't seriously considering implementing your suggestions, they may give you a very "service" answer – something along the lines of "Yeah, yeah, that's good. Yeah, that sounds interesting. Mm-hm."

However, once people begin to seriously consider pursuing something new (after all, that's what we're doing when we sell somebody something), you will be the one helping them with a new or slightly new endeavor.

Why?

Because they're going to take on that challenge with you side-by-side from here on out. They are going to do something with you that they've never done before. And when they really start to think about changing, some of the challenges and reasons that they've been doing it the way that they have will naturally rise to the surface. They begin to focus on all the possibilities that could take them in the wrong direction. That's actually a good sign because it implies that the person is truly considering the implementation.