



# Just F\*ing Demo!: Tactics For Leading Kickass Product Demos

*Mr. Rob Falcone*

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## Just F\*ing Demo!: Tactics For Leading Kickass Product Demos Mr. Rob Falcone

Why do so many demos of revolutionary, game-changing products end with confused investors, overwhelmed buyers, and lost dollars?

People leading demos are being forced to fit an ever-expanding feature set into their audience's ever-shrinking attention span. Making matters worse, those leading the demos can rarely afford to spend months at a time figuring out how to improve their success rates.

In Just F\*ing Demo!, Rob Falcone outlines the tactics that helped him overcome these challenges, lead clear, relevant demos, and exceed revenue generation goals quarter after quarter.

The book will teach readers:

- How to structure a demo;
- How to ask questions that uncover what your audience truly cares about;
- How to translate audience needs into a flow that is extremely easy to follow;
- How to use simple but powerful interpersonal tactics within the demo itself.

Just F\*ing Demo! distills Falcone's highly successful training program into an intentionally concise yet impactful read. From the entrepreneur seeking investment to the sales professional chasing a deal, anyone can carve out a few hours, read this book, and immediately make their demos kick ass.

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