

30-Min Software Demo Script

A practical, scenario-driven demo script you can use immediately

Opening (0:00 – 2:00)

Before I jump in, quick promise.

I'm not going to walk you through every feature—we've all been in those demos where ten minutes in... you're not sure if you're learning a product or trying to escape a maze.

And somehow the person running the demo is having a great time... and everyone else is quietly checking if their camera is off.

So instead, I'll keep this simple.

I'll walk you through one realistic scenario—something that usually goes wrong—and show how it plays out from start to finish.

Sound good?

Context (2:00 – 5:00)

Most teams I speak to don't struggle because they lack data.

They struggle because things become visible too late... or in the wrong place... or only after someone escalates it.

So what I'll show you is how something gets picked up early, how it moves through the workflow, and what decisions get made along the way.

The Trigger (5:00 – 10:00)

Let's start with something simple.

Something comes in that needs attention.

This is usually where things begin to drift—it sits in someone's inbox, gets picked up late, or different people are working off different versions.

So the first thing I want to show you is where this actually shows up.

Right here is where that signal becomes visible.

The Workflow (10:00 – 20:00)

- Understand what's going on – You can immediately see the context instead of piecing things together.
- Take action – No jumping across tools; act directly from the same place.
- Bring in the right people – Assign, collaborate, and keep everything connected.
- Keep things moving – Track progress without chasing updates.

Outcome (20:00 – 25:00)

Fast forward—here's what this looks like once it's been handled.

What's different is not just resolution, but that it was picked up earlier, the right people were involved, and nothing got lost along the way.

This is where teams feel the impact—less chasing, fewer surprises, better decisions earlier.

Close (25:00 – 30:00)

I'll pause here.

Rather than showing more features, I'd rather focus on what's actually useful for you.

What part of this feels most relevant to your world right now?