



## Tip 2: Conducting Effective Product Demonstrations

Your product demonstrations at your [ADX20 Sydney](#) booth have little value if they don't **spark the attention** of potential buyers who are visiting your booth. The key is to use an **interactive approach** that resonates with the needs and wants of your prospects as well as **reinforce** with your current customers why they do business with you.

Things to consider when planning effective product demonstrations at your booth include:

- Focus on product features AND benefits. Customers are keen to find out how this product can benefit them and make their life easier
- Have your product in clear view and make sure it is not blocked by signs or other booth accessories
- Be mindful of product demonstration timing: if you keep your demo to 10 minutes or less, you will leave prospects wanting more which in turn can lead to follow up calls and in-depth conversations post *ADX20 Sydney*

