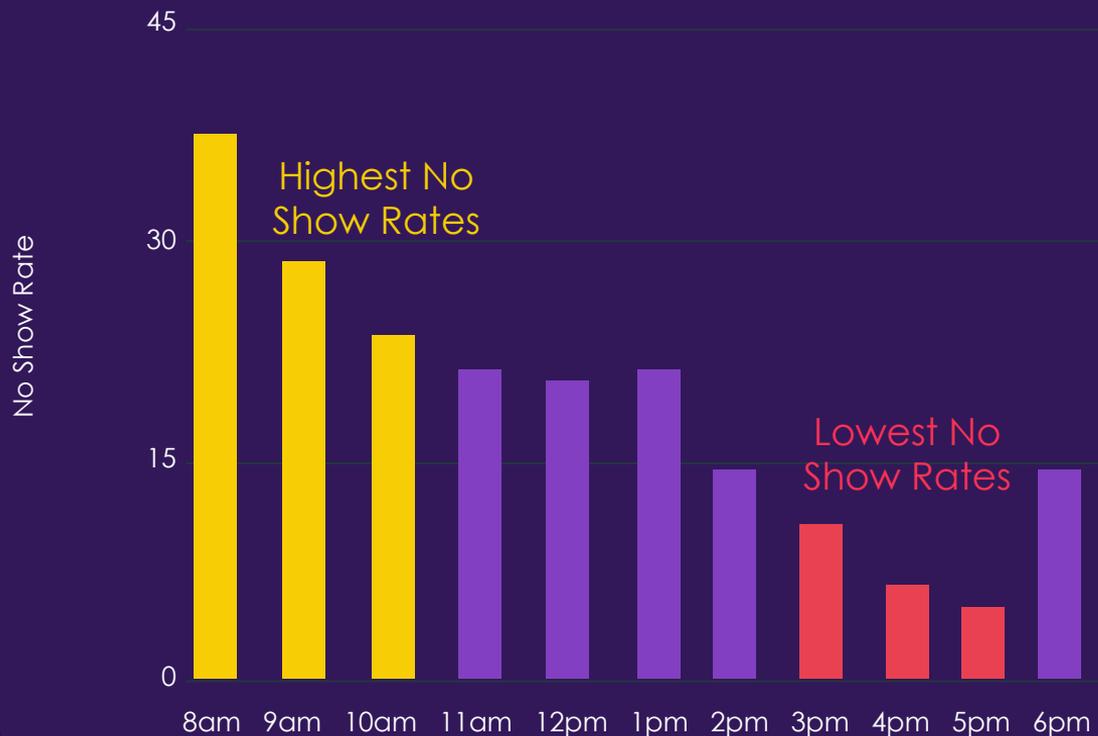The Gong.io
DEMO CALL
Cheat Sheet

We analyzed almost **70,000 recorded sales demos** with AI and uncovered the following patterns and trends.

The Best Time to Schedule

No Show Rate

Highest No Show Rates

Lowest No Show Rates

45
30
15
0

8am 9am 10am 11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm

Wait for the Afternoon

When it comes to scheduling demo calls, prospects are far more likely to show up if you schedule the call between 3pm and 5pm. No show rates are far lower at the end of the date. No show rates are also lower if you book a 30 minute slot instead of 60.

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Right Topic, Right Time


Topics covered in discovery

Topics covered in demo

The Longer the Call, the Better

Think about a successful demo flow as an upside down pyramid, where you start with the most important thing first. Your first demo point should be what you discussed most in-depth during discovery, followed by the next, etc.

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Structure Your Call

Salesperson

Contextual Overview · Demonstration · Q & A · The Wrap Up

Prospect
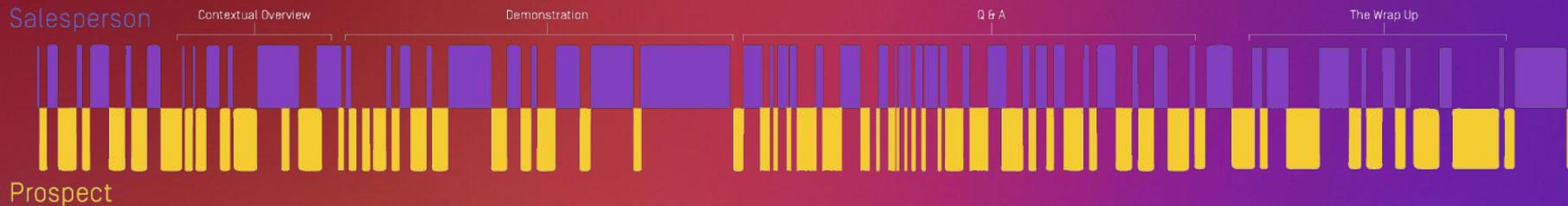
Successful reps approach their demos with a plan and predefined structure in mind.

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Save Pricing for the End

Successful Demos

Unsuccessful Demos

Pricing Discussion

0 Min

Call Duration

60 Min

38-46 min

Don't Rush Pricing

Unsuccessful demos are all over the map, but often talk about pricing way too early in the call. Because they're unfocused, unsuccessful demos spend 8% more time on pricing than successful demos. Successful sellers save pricing discussions for the end of the call, after they've already established value.

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Don't Forget Next Steps

Duration of Cold Call (Minutes)

9

6

3

0

Successful Demos

Unsuccessful Demos

Nail Down Your Next Steps

Successful reps spend 12.7% more time (four minutes) scheduling next steps than their unsuccessful peers. They know it's incredibly important to talk with the prospect about how to move the project forward together. Shorten your pitch and leave yourself enough time to work through next steps without rushing.

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THANK YOU

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