

The Power of the Demo

Take the hassle out of demos!

Seven Ingredients to an Effective Demo

- **Preparation** - The demonstrator should have made the project, it's way easier to demo from personal experience!
- **Step-outs** - Have pre-made demos at the ready - you want to be ready for anyone!
- **Practice** - The more you do it, the better you are at it! Have a script or outline available for training.
- **Simplicity** - Don't overwhelm your customers with tiny details. Get the basic idea out - you need to keep everyone interested for about 10 seconds - then you will "get them" - they will want to see it through to the end. And you will also attract the attention of other customers.
- **Stories** - Tie it in to common quilter's experiences.
 - a. Example: Talk about last minute sewing for gifts - "When you start these placemats on December 23rd....."
- **Proof** - give them the "Aha" moment!
- **Confidence** - Be confident, humble and honest - use humor and smile!

Demo Ideas

- Demo at Events
 - Demos are a proven way to sell because people stop to see
 - Customers love to see new tools or techniques
 - See Seven Ingredients above...
- Demo Station
 - A location in your store set-up for demos all the time
 - Make a cute Sign ▪ Demo Today: Mini Braid Template ▪ Want a Demo? Just Ask!



Booth 407



Booth 1610



Booth 312



Booth 417

SPRING 2019 QUILT MARKET SCHOOLHOUSE – THE POWER OF THE DEMO

Kris Poor
Poorhouse Quilt Designs
Booth 407
poorhousequiltdesigns.com

Kate Colleran
Seams Like A Dream Quilt Designs
Booth 1610
seamslikeadream.com

Joanne Hillestad
Swirly Girls
Booth 312
swirlygirlsdesign.com

Joanne Hillestad
Fat Quarter Gypsy
Booth 417
fatquartergypsy.com

The Power of the Demo

Take the hassle out of demos!

SPRING 2019 QUILT MARKET SCHOOLHOUSE – SCHOOLHOUSE SESSION TITLE

- Demo Day
 - Employees set up in stations
 - Advertise ahead of time
 - What's New Demo Days
 - "Ask me for a Demo" Tag for employees
- Demo Box
 - Prepare step-outs
 - Prepare lecture notes for employees
 - Pack it in a box
 - Keep them handy right next to the cutting table
 - "Ask me for a Demo" Tag for employees
 - Mark items in your shop with a cute tag
 - "Demo Available"
 - "Ask to See a Demo"
- Self Demo Station
 - A flip book
 - I used a basic 3-ring binder from OfficeMax and plastic page protectors
 - Test it to make sure it will bend enough to be stood up
 - Add a ribbon to keep it from falling down
 - Visit your local scrapbook shop
 - There are all sorts of great things to find and use for demos!
 - A video on loop showing a demo
 - Use an old pc hidden below with only the monitor on the table
 - iPad or Tablet (if you lock it down ☺)
- YouTube Demos
 - Online selling tool, put it on Facebook or other social media
 - Take a video shot from above like they do for cooking shows.
 - Make a video and post it to YouTube o Link to Video Demos by Penni from Cabin in the Woods Quilters: ▪ <https://tinyurl.com/CWQvideodemo>
- Demo Suggestion Box
 - Set up in your store
 - Great way to hear what your customers want

Kris Poor
Poorhouse Quilt Designs
Booth 407
poorhousequilt designs.com

Kate Colleran
Seams Like A Dream Quilt Designs
Booth 1610
seamslikeadream.com

Joanne Hillestad
Swirly Girls
Booth 312
swirlygirlsdesign.com

Joanne Hillestad
Fat Quarter Gypsy
Booth 417
fatquartergypsy.com