

Demo Questions Template

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When attending a product demo, asking insightful questions can help you understand the features, benefits, and potential limitations of the product. Here are some questions you might consider asking:

Functionality & Features:

- ☐ What are the key features and feature categories of the product?
- ☐ Are there pricing tiers that do/don't include certain features or categories?
- ☐ How does this product solve specific pain points or address particular needs that are relevant to our use case?
- ☐ Are there any unique, standout features that differentiate it from competitors?
- ☐ What specific use cases are ideal to fit your most powerful features?

User Experience:

- ☐ How intuitive is the user interface? Can you demonstrate the user experience from both a consumer and an admin role?
- ☐ What kind of training and onboarding is required for new users & admins to become proficient?
- ☐ Can you show us examples of how users have interacted with the product in real-life scenarios?
- ☐ How might the user experience or product suite of features differ in a mobile environment?

Integration & Compatibility:

- ☐ Does the product integrate with other tools or platforms commonly used in our workflow?
- ☐ What kind of tech stack or infrastructure is needed to implement this product?
- ☐ Might there be any compatibility issues we might face with our existing systems?

Customization & Scalability:

- ☐ To what extent can the product be customized to fit our specific business needs?
- ☐ How scalable is the product as our business grows or as our needs change?
- ☐ Are there different pricing tiers or options based on usage, scalability, and features?

Support & Maintenance:

- ☐ What kind of support or assistance is provided after the purchase?
- ☐ How often are updates or improvements rolled out, and how are they implemented?
- ☐ Is there documentation or resources available for troubleshooting and self-help?

Security & Compliance:

- ☐ What security measures are in place to protect data and user privacy?
- ☐ Does the product comply with industry standards or regulations relevant to our business?

Performance Metrics & Analytics:

- ☐ What kind of performance metrics or analytics does the product provide?
- ☐ Can it help us track key performance indicators or integrate other metrics important to our business?

Trial and Implementation:

- ☐ Is there a trial or pilot program available for us to test the product?
- ☐ What does the implementation process look like, and how long does it typically take?
- ☐ What information is needed in order to scope accurate implementation pricing?

Customer Success and Use Cases:

- ☐ Can you share success stories or case studies of other clients who have found significant value in using this product similar to our use case?
- ☐ How has customer feedback been incorporated into the product's development?
- ☐ Do we have access to a Customer Success Manager to help us get the most out of your product?

Roadmap and Future Development:

- ☐ What updates or new features are planned for future releases?
- ☐ How does the product team gather feedback and prioritize new functionalities?
- ☐ What is your ICP (Ideal Customer Profile) and does our business/use case fit your strategic product roadmap?

These questions can help you gain a comprehensive understanding of the product's capabilities, suitability for your needs, and the support you can expect from the vendor. Adjust them based on your specific industry and requirements.