

# Why “Show Me the Demo” Is Your Most Crucial Safe Space Request

By Ryan Cahoy

Health Screening technologies have entered the market like a fast-moving locomotive, and the options are now prolific. Like any emerging category experiencing high demand, the race is on to achieve a prime position. With that comes the age-old moral dilemma of ‘chicken or the egg’ regarding product features promised, and those still in the development roadmap—and which ones to actively sell when pitching.

Any seasoned product person will tell you that this is normal, as investing time and resources into development is risky until the features are proven to be a strong draw. Many will say that promises made before prime time are part of the validation process, and the risks can be managed. The challenge with this theory as it pertains to the safe space category is that this isn't a ‘normal’ risk.

People's health is on the line, the products we're selling are meant to protect business risks now and the investment decisions are intimidating for buyers—for good reason. All businesses are grappling with what they have a duty to do, and if these kinds of investments are even necessary. It's critical for them to be able to trust in the products and services being served up to them so that they can choose wisely and mitigate their risk.

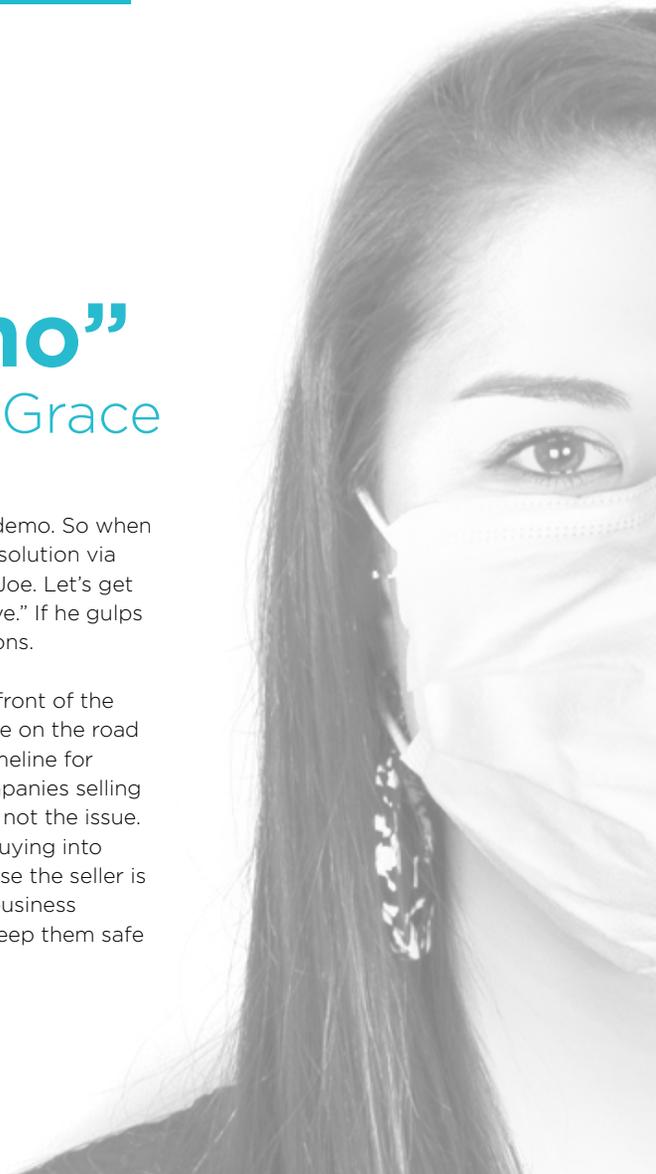
Resellers, integrators, distributors, and everyone in between are all dealing with this. When a product is put in front of them, they are putting their reputation on the line to recommend it to the customers that trust them. They need to count on the product pitch in front of them, but when there's gobs of revenue and a short window of opportunity on the table, some self-justified sales ‘embellishment’ is going to creep in.

## Why “Show me the Demo” Will Be Your Saving Grace

Nothing says “show me the money” more than a live demo. So when Joe Schmo is delivering a riveting narrative on a new solution via presentation deck or video, simply say, “Looks great, Joe. Let's get into your live demo now ... take me through a test drive.” If he gulps or backpedals, pause and start asking pointed questions.

Look, it's normal for people to put the feature cart in front of the horse, but it's important to share which capabilities are on the road ahead versus the ones available now—and the true timeline for making things real. We've already seen countless companies selling products before they're ready for fulfillment, so that's not the issue. The issue is transparency and a partner or end-user buying into something that ends up being vaporware, in which case the seller is left holding the bag. That hurts our industry, it hurts business customers and it hurts the people that they trust to keep them safe in their care.

Do the right thing and demand a demo  
—lives may very well depend on it.



Our Learning Center is committed to sharing important guidance to help the industry navigate the complexities of the ever-evolving Safe Space landscape. The information shared is informed by experience working with client stakeholders, as well as independent research.

For more on how our Safe Space Solutions can help return confidence to your enterprise Please connect with either Beth Warren [[beth.warren@cri.com](mailto:beth.warren@cri.com)] Laura Davis Taylor [[ldt@inreality.com](mailto:ldt@inreality.com)] for strategy and use cases.

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