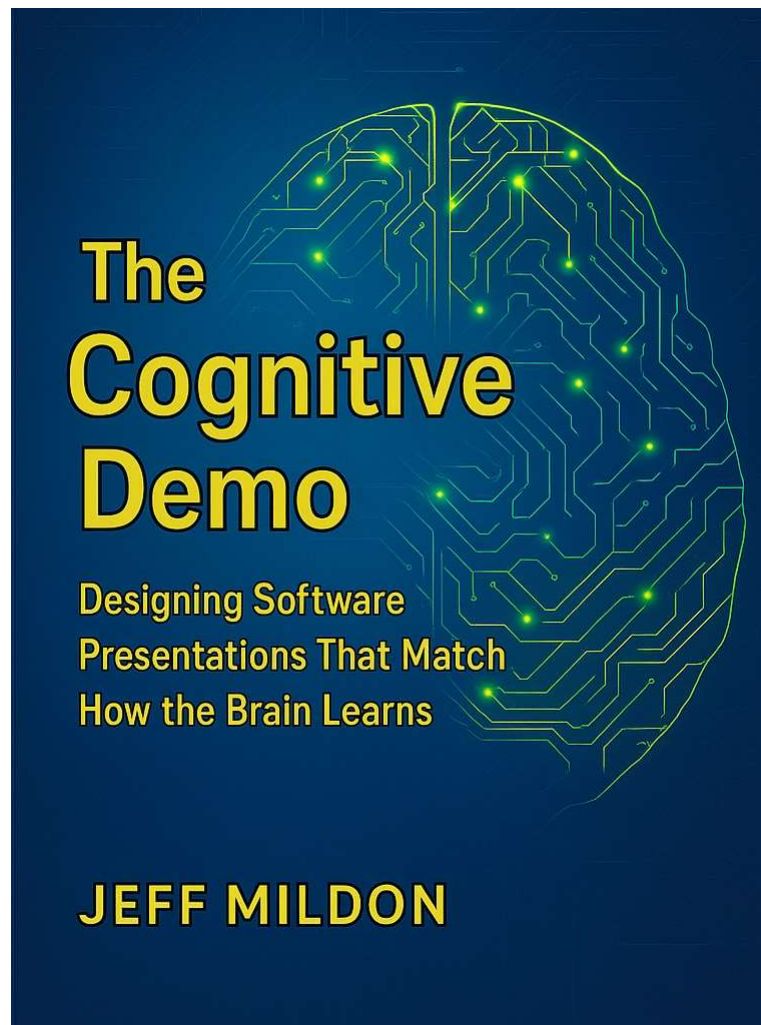


THE COGNITIVE DEMO STARTER KIT

12 Tools to Transform Your Next Software Presentation

A MiltyMedia Workbook Edition



THE COGNITIVE DEMO STARTER KIT

12 Tools to Transform Your Next Software Presentation

By **Jeff Mildon | MiltyMedia**

A practical toolkit to help you craft brain-aligned, memorable, high-impact software demos that stick and persuade.

This starter kit pairs with the concepts in **The Cognitive Demo** and gives you tools you can use immediately before, during, and after your demos.

INTRODUCTION: Why Cognitive Demos Work

Most software demos fail not because of the product—but because the **brain** receives too much information, too fast, with too little structure.

Your buyer arrives with:

- Mental overload
- Stress
- Pre-existing assumptions
- Skepticism
- Limited working memory

The seller’s job is not to “show features.”

The seller’s job is to **guide cognition**.

This Starter Kit contains **12 tools** organized to help you:

- Reduce cognitive load
- Increase clarity
- Improve retention
- Create emotional resonance
- Build internal champions
- Win more consistently

Use this workbook before, during, and after your demo cycles to strengthen performance and consistency.

TOOL 1: The 3-Step Cognitive Demo Framework

This is the foundational model every cognitive demo builds upon.

1. Cognitive Opening

Capture attention, relevance, and emotional connection:

- Start with a transformation (“Here’s how teams solve X…”).
- Activate prior knowledge (“This works like Excel but…”).
- Use a relatable story or scenario.
- Frame the buyer’s world immediately.

Worksheet:

- Your opening hook: _____
- Pain or challenge you reference: _____
- Prior-knowledge cue: _____

2. Memory-Optimized Middle

Once attention is earned—retain it.

- One idea per screen
- One workflow per segment
- Reset attention every 5–7 minutes
- Tell small stories inside each section
- Eliminate visual overload

List your 3–5 demo chunks:

- 1.
- 2.
- 3.
4. (optional) _____
5. (optional) _____

3. Motivational Close

Buyers must leave the call with:

- Clarity
- Momentum
- A story they can retell

Your close should:

- Recap emotional → operational → strategic gains
- Reinforce the “one sentence” takeaway
- Provide one single CTA
- Deliver an internal decision kit

Your “one sentence” takeaway:

TOOL 2: The Cognitive Load Checklist

When cognitive load goes up → retention, trust, and decisions go down.
Use this checklist before every demo.

Overload Warning Signs

- Too many tabs or windows
- Dense dashboards
- Reading long text on screen
- Jumping between modules too quickly
- Overuse of filters / menus
- Talking about one thing while showing another

Cognitive Relief Moves

- Zoom in or isolate the next focal point
- Simplify the screen (close windows, hide menus)
- Pause for processing
- Name the takeaway before the walkthrough
- Use a micro-story to anchor meaning
- “Let’s slow down and unpack this.”

Exercise:

List the top **three overload moments** in your current demo.

- 1.
- 2.
- 3.

TOOL 3: The Chunking Blueprint

Chunking is the antidote to cognitive overload.

You must break your demo into **digestible cognitive chapters** so the buyer can follow, remember, and retell it.

Chunk Models

60-Minute Demo

- Chunk 1: Problem → Outcome
- Chunk 2: Core workflow
- Chunk 3: Advanced workflow or reporting
- Chunk 4: Roles or personas
- Chunk 5: Strategic view + recap

30-Minute Demo

- Chunk 1: Transformation + key workflow
- Chunk 2: Value driver #1
- Chunk 3: Value driver #2
- Recap + CTA

15-Minute Executive Demo

- Chunk 1: Why this matters now
- Chunk 2: The one workflow that changes everything
- Chunk 3: Strategic outcome summary

Your Chunk Map

- Chunk 1: _____
- Chunk 2: _____
- Chunk 3: _____
- Optional Chunks: _____

TOOL 4: The Emotional Anchors Kit

Emotion drives memory and decisions more than facts.

Use emotional anchors intentionally.

Four Primary Emotional Anchors

1. Relief

“This removes the morning chaos you described.”

2. Pride

“This puts your team in best-in-class territory.”

3. Clarity

“Here’s the signal you’ve never had before.”

4. Future-State Desire

“Imagine starting Monday with zero escalations.”

Where to Place Emotional Anchors

- First transformation moment
- Before/after comparison
- Surprise simplicity moment
- Value recap
- Final close

Anchor Builder Exercise

What is the emotional moment in each chunk?

- Chunk 1: _____
- Chunk 2: _____
- Chunk 3: _____

TOOL 5: Story Prompts Library

Stories make new concepts familiar and memorable.

Use these:

Opening Story Prompts

- “Let me tell you about a team just like yours...”
- “Last quarter, a customer in your industry saw...”
- “Here’s a situation you’re probably familiar with...”

Workflow Story Prompts

- “This is where triage time dropped by 80%.”
- “This is the moment they realized they’d outgrown Excel.”
- “Here’s where their bottleneck finally disappeared.”

Closing Story Prompts

- “This is the part your internal champion will retell...”
- “Let me summarize your transformation in 15 seconds...”

Fill-In Story Template

Problem:

“Our ___ team struggled with ___.”

Change:

“When they switched to ___...”

Outcome:

“They reduced ___ by ___%.”

Feeling:

“That gave them the confidence to ___.”

TOOL 6: The Memory Anchor System

Memory does not happen automatically.
You must engineer it.

Four Memory Boosters

1. Cueing

“If you remember one thing today...”

2. Repetition

“To recap your biggest win...”

3. Visual Anchors

Short workflows, diagrams, before/after screens.

4. Participation

“What part of this would save your team the most time?”

Memory Map Planner

Emotional anchor: _____

Operational anchor: _____

Strategic anchor: _____

TOOLS 7–12 (Advanced Cognitive Toolkit)

TOOL 7: Persona Signposting Scripts

Use persona-aligned lines:

- **Exec:** “Strategically, this means...”
- **Ops/User:** “Daily impact looks like...”
- **IT/Admin:** “From an integration standpoint...”

TOOL 8: Visual Clarity Standards

Your screens must pass the **3-Second Rule**:

- One idea per screen
- No tiny text
- No unnecessary icons
- High contrast
- Clean layout

TOOL 9: Cognitive Prep Questions

Ask before every demo:

1. What does this prospect fear most?
2. What mental model will they compare us to?
3. What analogy will make this clear instantly?
4. What is the “moment of relief”?
5. What should they remember 24 hours later?

TOOL 10: Cognitive Recap Templates

End-of-Demo Recap:

- Emotional win
- Operational win
- Strategic win
- One CTA

Follow-Up Email Template:

- Executive summary
- Role-based bullets
- 1 visual snapshot
- CTA

TOOL 11: The Buyer Retell Kit

Provide your internal champion with:

- A one-slide value snapshot
- A 3-sentence retell script
- A before/after workflow graphic
- A bulleted list of benefits by role

TOOL 12: Cognitive Demo Self-Scorecard

Rate yourself 1–5:

- Cognitive Opening: ___
- Load Management: ___
- Persona Alignment: ___
- Stories & Analogies: ___
- Emotional Anchors: ___
- Memory Design: ___
- Motivational Close: ___

CONCLUSION

You now have 12 practical, brain-aligned tools to:

- Reduce demo overwhelm
- Create cognitive clarity
- Build emotional resonance
- Improve memory
- Strengthen internal champions
- Drive decisions

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