

Demo Request Page Audit

Source course section

Improve the demo page so interested buyers know what will happen and why the meeting is worth booking.

Page Elements

- Demo promise.
- Audience fit statement.
- Agenda.
- Proof near the form.
- Form fields.
- Confirmation page.
- Pre-demo email.
- Lead routing.

Friction Review

- Remove fields that do not affect routing or qualification.
- State who the demo is for and who should self-serve instead.
- Show what the buyer will see in the call.
- Confirm the calendar, form, notification, and CRM routing all work.

Qualification Signals

- Company size or team type.
- Primary workflow.
- Current tool or workaround.
- Urgency.
- Expected outcome.

Owner Notes

Owner	
Due date	
Status	
Next edit	