

# How To Use The Magic Trick In A Demo

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The magic trick makes it easy to get clients on board with SharpSpring marketing automation, by using the product to sell itself. When demonstrated properly, it showcases a wide range of powerful SharpSpring features in real-time, showing the customer that the product works while “bringing to life” complex features in an easy-to-understand way. The Magic Trick is the key to giving a truly great demo.

## Proper Demonstration of the Magic Trick

*Conducting a proper demo of the magic trick requires a “before and after” comparison of a lead record.*

- 1. If necessary, create the prospect as a lead in SharpSpring in advance of the demo**
- 2. Show the prospect their contact record before the Magic Trick has been performed. Be sure to show them:**
  - a. Their Life of the Lead
  - b. Their current lead score
  - c. Their memberships tab and email history
  - d. Devices tracked (There may not be any devices tracked yet)
- 3. From the prospect’s record, use the Smart Mail feature to send the Magic Trick invite email with the link to the Magic Trick, and tell the prospect to click on the link and follow the instructions.**
  - a. Be sure to tell them not to reveal what card they picked to you.
- 4. Confirm that your prospect has completed the magic trick by asking the prospect if they have seen the “thank you page.” You will also receive an email notification revealing that the magic trick has been completed.**
  - a. Click on their name to take you to their record in SharpSpring, or refresh the page until you see the lead’s record has changed and the magic trick events are present.
- 5. In the prospect’s record, highlight everything that happened after they completed the trick and compare this to what their record looked like prior. Things to highlight include:**
  - a. Their lead score has increase due to them visiting pages on the site.
  - b. Their “Life of the Lead” now includes emails, opens and clicks, and the webpages they visited during the magic trick.
  - c. Show them the card they picked by highlighting the email on the Life of the Lead
  - d. Their “Memberships” tab reveals that they belong to a dynamic list of people who have completed the magic trick
  - e. Their membership tab shows the history of emails they have been sent, and any pending email about to be sent.
  - f. SharpSpring is now tracking the device they used to complete the Magic Trick.
  - g. Show them the SharpSpring notification you received as the sales rep that they completed the Magic Trick. Point out that SharpSpring enables sales people to understand what their prospects are doing and helps them close the sale.

**NOTE:** Often when demoing the magic trick for a new prospect, several other events appear on the contact record from prior visits the lead made to the website – before they were in the SharpSpring database. SharpSpring may even pick up their devices that it has been tracking. When the lead clicks on an email, these tracking records (which can date back months, or even years) are attached to their name and profile for the first time. When this happens, be sure to point out this valuable and powerful tracking capability.

6. **Tie it all together.** The Magic Trick isn't a toy without greater meaning. Instead it's a demonstration of behavioral-based email communication and powerful sales notification.
  - a. **Behavioral-Based Communication:** The lead receives targeted, near one on one communication. We like to say, "We didn't send you a deck of cards. We knew what you wanted and sent exactly the right info at exactly the right time." The card represents a product or service that a lead might be interested in buying, and sending emails based on behavior leads to better conversions and more revenue.
  - b. **Powerful Sales Notifications:** Salespeople gain powerful tools to know what is happening with prospects in their pipeline, so they can take meaningful action based on knowing exactly what their prospects want, the actions they are taking, and what stage of the buying cycle they are in.
  - c. Explain that their activity and behavior will now be tracked and that SharpSpring will manage all interactions from this point forward. Tracking powers all future behavioral-based communication and workflows, enabling each lead to be nurtured with near 1:1 communication, maximizing conversions and sales.